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the newsweekly for pharmacy

October 29, 1988

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## Court tells FPC to re-open Safeway case

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## Davies delays SGM to issue ballot call

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## Lloyds expand again . . . as Underwoods fall

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## Unichem '88 in Bangkok

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## The New Man stripped bare

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## C&D seminar: Coughs and colds

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THE PROTECTION TO STOMACH NSAIDs**



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### References

1. Graham DY, Agrawal N. Presented at International Congresses of Gastroenterology and Digestive Endoscopy, Rome, September, 1988.
2. Agrawal N, Roth S, Mahowald M et al. Gastroenterology 1987, 92: 1290.

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# CHEMIST & DRUGGIST

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# COMMENT

One could be forgiven at times for wondering whether the future for pharmacy lies entirely with the large multiples. This week the pessimists can point the finger at Lloyds, who have at last owned up to the fact they are going to buy the Allens chain of 107 pharmacies for £29.3m, or something over £270,000 per unit. The figure speaks volumes in itself, and represents a fair average of what a typical pharmacy can now be expected to sell for now.

The sum suggests that there is money to be made in this particular niche of the retail spectrum. Goodwill values have soared since the advent of the new contract. The security it provides from leapfroppers and the NHS cushion from which the average pharmacy derives a solid 70 per cent of its income has seen to that. But the new contract will also, it has been suggested, make the multiple more omnipresent. Because in the majority of locations it is no longer possible to open up in straightforward competition to, or leapfrog, another pharmacy, the only way to expand is through acquisition, so the theory goes, and the larger companies are better placed to buy than the small operator.

While there is little doubt the contract will have a profound effect on the ownership and distribution of pharmacies in the future, do the current figures support the theory? In 1978 there were 10,810 registered premises of which the *C&D Directory* classed 2,672 (24 per cent) as multiples (ie groups of five branches or more). Nine companies accounted for 1,909 (18 per cent of the total): 60 companies ran between five and nine shops, 20 between 10 and 19, and three companies between 20 and 30.

At the beginning of this year there were 11,987 pharmacies, with 2,824 classed as multiples (23.5 per cent). Twelve companies with over 30 branches accounted for 1,930 of these (16 per cent of the total): 52 companies ran between five and nine shops, 26 between 10 and 19, and eight between 20 and 30.

Whether the larger concerns have succeeded in gaining the retailing high ground in the high street, pushing the independent out to a more precarious existence in the suburbs, is a moot point. But the way things stand at present there is a long way to go before the multiple truly dominates the pharmaceutical landscape.



A spokesman for North Yorkshire FPC told *C&D* on Wednesday that they had not yet received the detailed judgment.

# Industry sets up Vitamin Forum

Current members are Booker Nutritional Products, G.R. Lane Health Products, Roche Consumer Products, R.P. Scherer and Seven Seas. Chairman of the new organisation is Booker chief executive Angus McKenzie.

## Poor use of concentrators

Overall, the concentrators were appropriate and properly used in only 18 patients, according to the survey which was published in last week's *British Medical Journal*.

**Chemists and appliance suppliers in Northern Ireland** dispensed 1,095,488 prescriptions (664,959 forms) in July at a gross cost of £6.38 per script.

## Donor cards easier to find

Virgin Healthcare Foundation are using their expertise to introduce the cards into new areas and into the youth market. Richard Branson, Anita Roddick, Michael Grade and Junior Health Minister Edwina Currie were to support the launch.





## Smith turns consultant

Alan Smith, who left PSNC at the end of last month, is setting up a pharmaceutical consultancy business covering both community pharmacy and the industry. The new venture is called Alan Smith & Partner, or ASaP.

In his first public statement since leaving his previous employment, he told *C&D*: "I would like to thank all those contractors who have written to me personally, and will write and thank them individually."

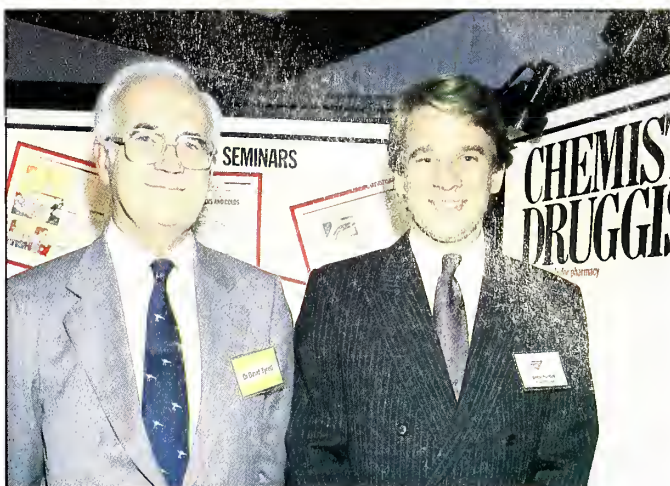
Mr Smith's new business address is Rambler Cottage, Bicester Road, Oakley, Aylesbury HP18 9QG.

## Citcom...

More than 200 MPs, including 40 Tory backbenchers, have shown support for a campaign to reform the law on compensation for personal injuries.

The Citizen Action Compensation Campaign (Citcom), whose president is Lord Scarman, is hoping to draw on this support to get two private members' bills through parliament in the coming session. One will tackle levels of compensation; the other would repeal the development risk defence.

CITCOM has had a meeting with the Lord Chancellor and report that he welcomed the campaign. The Prime Minister, Mrs Thatcher, has also expressed support for reform in this area, it is claimed.



Mr David Tyrell, director, MRC common cold unit (left), and Simon Pulsford, general manager of sales and marketing, Beecham Healthcare, were speakers at a coughs and colds seminar co-sponsored by Beecham and C&D in Maidstone last week (report p757)

## CPP Schering Award 1989

The College of Pharmacy Practice is inviting nominations for the 1989 Schering Award.

The Award is made for an outstanding contribution to pharmacy practice; it can be for any specialisation from research, to administration, to the design of new practices and is open to all pharmacists.

Nominations should be made in confidence, accompanied by a supporting letter of about 1,000 words, no later than December 31, to Rosemary Mitchell, CPP, Bell House, 111 Lambeth Road, London SW1.

## No change on NHS charges

Tory backbenchers opposed to the introduction of charges for eye and dental examinations continue to talk of revolt, but they appear to be making little impression on the Government.

In the Commons last week Prime Minister Margaret Thatcher again maintained that it was "reasonable" to ask those who could afford it, to pay about £3 twice a year for dental examinations and up to £10 for eye tests. Those on low incomes would not have to pay.

The Health and Medicines Bill completed its passage through the House of Lords this week and when it returns to the Commons the Government is expected to call for the reinstatement of the provisions — deleted by peers — authorising the new charges.

# Davies backs off SGM but proposes ballot

The leader of the opposition to the Royal Pharmaceutical Society's Council's suggested changes to the supervision rules, John Davies, has now proposed that all pharmacists should be balloted on the need for change.

In a letter to the Society's secretary and registrar John Ferguson, Mr Davies says: "I have given a great deal of thought to the way that members be given an opportunity of deciding the issue that is between us, and at the same time prevent the calling of a Special General Meeting on a motion of 'no confidence'."

Mr Davies goes on to suggest that the two sides — Council and himself for the rebels — should present their individual cases in a 500-word brief, with the members voting by special ballot envelope, in a mirror image of how candidates for the Society's Council are elected.

Mr Davies told *C&D* this week that his change of tack followed an examination of the difficulties which would arise from a Special General Meeting. An SGM may well vote against any changes in supervision, but might only be attended by a small

number of people, he said. "Using the opportunity of a ballot, everyone will be contacted. And it does take away the rather harsh note of an SGM called to discuss a motion of 'no confidence' in the Society's Council over just this one aspect of supervision. We're not showing 'no confidence' in Council in general," Mr Davies said.

He added that the SGM remains an option, but he was giving the Council time to publish its model written procedure. "We thought it only fair for Council to bring this forward," he said.

## Tretinoin OTC ban

The Department of Trade is planning to ban tretinoin from cosmetic anti-ageing creams because of its teratogenicity.

Regulations prohibiting its use are expected to come into effect in January 1990 but a spokesman said that if any company started to use it before then, the DTI would take action to stop them. Although tretinoin is already controlled under the Medicines Act as a POM, it is included in cosmetics in other countries.

Ortho-Cilag say that Retin-A is licensed only for the treatment of acne but they are investigating its

anti-ageing effects. Press reports claiming the ban resulted from fears of carcinogenicity have been denied by the company. There was evidence that tretinoin retards the development of actinic keratoses, a premalignant lesion, it says.

## 'The way forward'

Pharmaceutical Society president, Mr Bernard Silverman has welcomed the publication of the Health Circular "The Way Forward for Hospital Pharmaceutical Services" (*C&D* July 16 p96) and particularly the

directive to health authorities to incorporate clinical pharmacy services in their planning programmes.

The Society is delighted that HAs have been exhorted to secure an adequate supply of trained staff. The proposed collaboration with FPCs is welcomed.

The deadline for compensation claims for injuries caused by the Dalkon Shield has been extended to December 31 and a late claimants fund has been set up. Women who believe they may have been fitted with the shield are advised to contact their GPs or family planning clinic for confirmation, then write to the Dalkon Shield Association, 24 Patshull Road, London NW5 2JY.



## Nobel backing for evening primrose oil

A Nobel prizewinner last week gave his backing to evening primrose oil as a potentially important treatment for eczema and possibly other diseases.

Sir James Black, who is joint winner of this year's Nobel prize for medicine for his work on beta-blockers and cimetidine (last week, p738), said the pharmacology of evening primrose oil was interesting because it could shed light on basic physiological processes.

Sir James, a non-executive director, Scotia Pharmaceuticals, was speaking at a Press conference to launch the new company and its product Epogam, the first evening primrose oil presentation to be licensed as a medicine (last week, p718).

While research into Epogam's use in the treatment of atopic eczema had been of "very high quality", Sir James thought doctors might have difficulty in accepting the product because it "smacks of folk medicine." But he thought they would be attracted by its safety and efficacy and the fact that patients taking it could substantially reduce their concurrent use of steroids.

Research has shown that eczema sufferers fail to convert dietary linoleic acid to gamma linolenic acid and do not produce enough GLA for normal skin structure and function. Epogam, which contains 40mg GLA per capsule, helps correct this biochemical abnormality.

Dr Stephen Wright, a dermatologist at London Hospital Medical School, who was involved in the trials, said it was the first major new approach to skin disease since steroids, and the concept of dietary manipulation

could herald a new era in the treatment of disease. Ten double-blind placebo-controlled trials in 127 children and 204 adults with mild to moderate eczema have shown that Epogam significantly improves symptoms such as inflammation, dryness and — particularly — itching. The effect develops slowly and the data sheet recommends using the product for three months.

A trial involving 179 patients with severe eczema produced a 73 per cent reduction in the use of antihistamines, 82 per cent reduction in antibiotics, 73 per cent reduction in oral steroids and 59 per cent reduction in potent topical steroids in those on Epogam.

This is the first of a number of products being investigated by Scotia, whose aim is to develop innovative medicines based on correcting biochemical abnormalities. A topical preparation of evening primrose oil is being studied in eczema, as is the use of GLA in inflammatory diseases such as arthritis and in the complications of diabetes, particularly neuropathy. Dr David Horrobin, chief executive and research director, said double-blind placebo controlled trials had shown a beneficial effect in premenstrual syndrome, particularly in breast pain, but no effect in psoriasis.

Scotia grew out of a research group in Canada in the late 1970s, headed by Dr Horrobin, and most of the company's laboratory research is still done in Nova Scotia. The company is the pharmaceutical division of Efamol Holdings plc and has manufacturing facilities at Callanish Ltd on the Isle of Lewis.

## Ulcer prevention

Patients taking non-steroidal anti-inflammatory drugs may benefit from co-prescription of Zantac, concludes a recent trial.

The prophylactic effect of ranitidine was investigated in a double blind, placebo controlled study involving 297 patients in five European countries. Patients with rheumatoid or osteoarthritis were taking naproxen 750mg, piroxicam 20mg, diclofenac 100mg or indomethacin 100mg.

The number of patients with stomach lesions was significantly reduced in ranitidine-treated patients, the researchers from Glaxo Group Research and Hartlepool General Hospital,

report in last week's *British Medical Journal*. One quarter of those receiving placebo, compared with 15 per cent on ranitidine developed lesions after a month but there was no greater benefit after a further four weeks.

There was a significantly lower incidence of duodenal ulcers in the ranitidine-treated group.

Over four times as many men as women sustained duodenal damage, but age did not seem to be a risk factor, although the study showed increased ulceration in the over-55 age group. Patients with a history of peptic ulcers were shown to be at increased risk of ulceration while taking NSAIDs.

## Smoking tops for UK deaths

Smoking is still the most important preventable cause of illness and premature death in the UK.

The DoH chief medical officer's report, published last week, says smoking is responsible for shortening the lives of about 100,000 Britons a year and is an important cause of low birthweight and death in the early days of life. Although the prevalence of smoking among adults fell to 33 per cent in 1986, this decline has stopped in young people aged 16-24 years and the uptake remains high in schoolchildren, particularly girls.

The report, "On the State of the Public Health for the Year 1987" (HMSO, £11.25), says that much of the ill health caused by obesity, smoking, stress, alcohol and drug misuse could be avoided and members of the primary health care team are well placed to promote good health.

There has been a sharp decline in the annual total of acute hepatitis B cases. The 800 or so reported to the Public Health Laboratory Service in 1987 was the lowest since 1974; the highest number ever was 1,995 in 1984. The reasons are unclear, but the decrease is strongly related to a fall in the number of cases associated with drug misuse and a lower incidence in homosexual men. It could be that warnings about HIV transmission have had a beneficial effect on rates of hepatitis B infection and the availability of a vaccine might also have played a part.

## Aspirin dose controversy

Patients receiving low dose aspirin to guard against a second heart attack or stroke should be given 300mg and not 75mg a day — a dose enshrined in the British National Formulary — according to a leading article in last week's *British Medical Journal*.

Dr Peter Sandercock from Edinburgh's Western General Infirmary says that patients with transient ischaemic attacks and minor ischaemic strokes and no previous problems with peptic ulceration should be treated with 300mg aspirin daily. The dose can be reduced to 150mg and then 75mg if gastrotoxicity is a problem, as it is dose related.

Despite lack of evidence from clinical trials many patients are treated with 75mg a day, he says.

## Record number take MCPP exam

The College of Pharmacy Practice reports that there has been a substantial increase in the number of candidates sitting MCPP examinations this year.

Some 32 candidates sat the Part One examination compared with 23 last year. Of these, four were community pharmacists, one an academic and the rest hospital pharmacists.

Seventeen candidates (compared to 14 in 1987) completed Part Two with the written examination paper and oral examination at the London centre. Of these candidates, 15 were hospital pharmacists and two community pharmacists.

## Alza tie up with Ciba on US OTCs

US delivery system specialists Alza Corporation have announced an agreement with Ciba Geigy to market a series of OTC cough, cold and allergy products based on Alza's oral osmotic (Oros) technology.

New Drug Applications (NDAs) have been filed with the US Food and Drug Administration for five of these products, including a combination decongestant/antihistamine product for the relief of cold symptoms.

The Oros dosage form, which resembles ordinary tablets, is currently being used in Duncan Flockhart's Volmax and Ciba-Geigy's Meteoros.

Alza are also forming a new company — Bio-Electric Systems Inc — to develop and commercialise their Alzamer bioerodible polymer and electrotransport drug delivery technologies.

The Alzamer polymers erode at a controlled rate in the presence of moisture, releasing drugs formulated within the polymer matrix. Possible uses include wound care, injectibles, periodontal, and surgical "leave behind" products.

The electrotransport technology involves the delivery of drug compounds across the skin, nails or mucosal membranes under the influence of a very low electric current.



## NI chemist fined £1,200

Frank A. McCaughan, a pharmacist of 27 Ann Street, Ballycastle, co Antrim, was prosecuted on September 15 by the Department of Health and Social Services for offences under the Medicines Act 1968.

The defendant was fined a total of £1,200 on five charges relating to the sale of medicinal products for veterinary purposes other than in accordance with a prescription, and a charge relating to his failure to record the sale of a Prescription Only Medicine in a register kept for the purpose.

## Bail for POM sale charges

Shopkeeper Tassdaq Hussain faced charges of unlawfully selling by retail Prescription Only drugs, when he appeared at Highbury Magistrates Court last Friday.

Mr Hussain of Stroud Green Road, Finsbury Park was said to have sold Betnovate cream to Royal Pharmaceutical Society inspector Timothy Staton without a prescription from his Afro Asian grocery Paks in Stroud Green Road, in December 1986.

He was granted bail with a £1,000 surety until November 4.

## Tariff amendments

The following changes to Part VIII of the Drug Tariff will be effective from November 1.

### Additions

Temazepam caps (soft gelatin) 15mg pack size 60 category C based on Farmitalia

Temazepam caps (soft gelatin) 30mg pack size 60 category C based on Farmitalia

Loprazolam tabs 1mg pack size 28 category C based on Roussell

### Deletions

Detergent application 500ml

Hydrocortisone/neomycin cream 15g

Methyltestosterone tabs 10mg pack size 100

Methyltestosterone tabs 25mg pack size 100

Orange peel infusion concentrate 500ml

Sodium salicylate mixture 200ml

Sulphadimidine 100g

Sulphadimidine mixt paed 100ml

### Alterations

Calcium hydroxide solution is altered from category B 2 litres to category E 200ml

# TOPICAL REFLECTIONS

by Xrayser

## Goodbye, Mr Smith

Because I *had* to write about the supervision issue last week I spent all my time on it. I would have liked to have said how surprised many of us were to hear of Alan Smith's abrupt departure from PSNC. I only met him when he addressed a meeting, but was impressed by his quiet way of telling us what his committee were doing, and how they were working in our interests.

As an executive officer I thought he was admirable, since with his full time commitment to his job he was properly *au fait* with the realities of negotiating from weakness with an obdurate government. It could not be an easy job. Since I believe PSNC has been a successful organisation, much credit must go to its chief executive translating policy into action.

We have reason to be grateful to him and his team. I hope he will be successful in whatever he decides to do. He should at least know he has earned the respect and affection of many pharmacists... even people like me, a most critical man...

## ABPI disturbed!

I'm distressed — but not too deeply — to learn the APBI are upset because Vestric are doing a test run on parallel imports at one of their branches. But, in view of the sustained resistance of some 60 per cent of contractors to the use of PIs over the last four years, they have little cause now for moaning. As a group they have been markedly unhelpful to contractors. Their greed, manifest in their dealings with our wholesalers, is documented.

When the Government tells contractors *via* the DoH they have to use drugs imported from the EEC because the self same manufacturers market the self

same drugs cheaper in Europe than in Britain, then so far as I am concerned the writing is on the wall. Roll on the Common Market with common prices! Then the APBI will have to talk to the Government to make sense of this ridiculous situation.

In the meantime the wholesalers, bless their little cotton socks, will have to pull their fingers out to source PI products, unless they want to see losses of at least £1,000 monthly on virtually every account. It's an interesting world.

## New lamps for old

I find it incredible that in two cases PPSCs in London have allowed new pharmacies to open in sites at which previous contractors had claimed compensation and closed down. Since this seems contrary to the logic of government policy, one can only assume that under no circumstances in the future could they receive any form of compensation if they have to close. Nor would I expect there to be any connection with the previous owners. I can't help wondering who would want to re-open an uneconomic business?

## Counter productive

With Dr Roberts' frequent letters before us, and we must assume they give nicely the tone and nuance (if so delicate a phrase is appropriate to his sarcasm) of the doctors' letters to the patients "threatened" with a pharmacy of their own in Distington, PSNC is truly right to abstain from comment.

When I was younger, I found it hard not to bite back. I eventually learned it did no good. Ordinary folk are not stupid. If they are threatened with a withdrawal of service by GPs anxious to prevent a pharmacy opening the response may be one of anxiety, but more often it is one of resentment and anger.



# SCRIPT SPECIALS

## Tillotts' Salbuvent

**Distributor** Tillotts Laboratories, Valley Road Industrial Estate, Porters Wood, St Albans, Herts AL3 6PD

**Description** Salbuvent tablets are white and scored and contain salbutamol sulphate 2mg (marked "L42") or 4mg (marked "L47"). The syrup is colourless, flavoured strawberry with 2mg salbutamol sulphate in 5ml. The inhaler is a pressurised aerosol delivering 100mcg salbutamol per metered dose. The Rondo is an inhaler with a spherical spacer device. Salbuvent respirator solution is clear and colourless and contains 5mg salbutamol sulphate in 1ml. Salbuvent injection is a clear, colourless solution containing 50mcg or 500mcg salbutamol sulphate in 1ml and the infusion contains 1mg salbutamol sulphate in 1ml.

**Uses, dosage, side effects, contraindications, etc** As for other preparations containing salbutamol, see Data Sheet

**Supply restrictions** POM

**Packs** Containers of 90 (2mg £1.06; 4mg £2.03) and 500 tablets (2mg £5.60; 4mg £10.72). Bottles of syrup (150ml £0.71) and (2L £8.96). Inhaler (£2.62) and Rondo inhaler (£7.99). Respirator solution (20ml £2.71) Injection 50mcg/ml, 5ml ampoules (10 £5.70) and 500mcg/ml, 1ml ampoules (5 £2.14) and infusion 1mg/ml, 5ml ampoules (10 £30.84, all prices trade).

**Product licences** (held by

Leiras Pharmaceuticals, Turku, Finland); Salbuvent tablets 2mg 4984/0001; 4mg/0002; syrup /0003; inhaler /0004; respirator solution /0005; injection 50mcg/ml /0006; 500mcg/ml /0007 and infusion /0008.

**Issued** October 1988

## Uvistat now on ACBS

Uvistat sun screen factor 10 and water resistant cream factor 8, are now available on FP10 as borderline substances, say Windsor Pharmaceuticals.

The products have ACBS status when prescribed for the protection of skin from ultraviolet radiation in photodermatoses including those caused by radiotherapy. *Windsor Pharmaceuticals Ltd. Tel: 0344 484448.*

## Virudox for herpes

**Manufacturer** Bioglan Laboratories Ltd, Wilbury Way, Hitchin, Herts, SG4 0TW

**Description** Clear, colourless solution containing idoxuridine 5

per cent in dimethylsulphoxide  
**Uses** Cutaneous *Herpes simplex* and *Herpes zoster* (shingles)

**Dosage** Apply to lesions and erythematous bases four times daily for four days. Treatment should be started on diagnosis, preferably within two or three days of appearance of rash. If treatment is not started within seven days of onset of symptoms it may be unsuccessful. Not recommended in children

**Side effects, contraindications, etc** As for other preparations containing idoxuridine, see Data Sheet

**Supply restrictions** POM

**Packs** Bottles containing 5ml of solution with brush (£5.72 trade)

**Product licence** 0041/0007

**Issued** October 1988

### BRIEFS

**Cox** have introduced cephalixin capsules, coloured slate grey and orange, and available in two strengths: 250mg, coded

"CX250" (100, £15.25) and 500mg coded "CX500" (100, £29.87, both prices trade). A number of sugar coated products including quinine sulphate, phenytoin and ferrous sulphate, are now identicoated, say *Cox Pharmaceuticals Ltd. Tel: 0271 75001.*

**Xylocaine Accordion gel** 2 per cent will be available in packs of 10 by 20g tubes (£10 trade) when stocks of 20 by 20g are exhausted. *Astra Pharmaceuticals Ltd. Tel: 09277 66191.*

**Galen** have introduced co-dydramol tablets branded Galake, in packs of 100 (£1.67) and 500 (£8.36, both prices trade). *Galen Ltd. Tel: 0762 334974.*

**G.F. Dietary's** gluten free pasta Aglutella Taghatelle now comes in 500g packs (12 £47 trade). *G.F. Dietary Supplies Ltd. Tel: 01-206 0522.*

**martons**  
P-H-A-R-M-A-C-E-U-T-I-C-A-L-S

Specialist Wholesalers to the Community Pharmacist

### MARTON'S MENU — OCTOBER 88

- AMOXYCILLIN 250 mg caps ..... 500 £31.99
- AMOXYCILLIN 500 mg caps ..... 100 £13.99
- FLUCLOXACILLIN 250 mg caps ... 500 £24.99
- TAMOXIFEN 20 mg tabs (blister pack) 250 £41.25
- GLIBENCLAMIDE 5 mg BP tabs ... 1000 £ 6.95
- DILTIAZEM 60 mg tabs ..... 100 £13.05



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**HIGH QUALITY GRADUATED COMPRESSION HOSIERY FOR F.P.10 PRESCRIPTIONS.**

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# THE SHAPE OF THINGS TO COME...



## INTRODUCING EVACODE • EVACODE PAEDIATRIC EVAPHOL • EVAPHOL STRONG

As the U.K.'s largest independent pharmaceutical company, **Evans Medical** are constantly investing in improved product and design for the retail and hospital pharmacy.

Now, **Evans** has developed a revolutionary 2 Litre dispenser for their new linctus range.

The new easy store, easy pour bottle will contain the latest unique range of **sucrose free** and **dye free** linctus to prevent dental caries and reduce the risk of allergic reaction.

Ensuring a wider choice for the patient and greater convenience for the Pharmacist.

# EVANS

**PUTTING THE CARE BACK INTO HEALTHCARE**



# COUNTERPOINTS

## New designs on 30s Haliborange

Reckitt & Colman are introducing a new 30-tablet size for Haliborange with a redesigned pack. The 30 tablet packs are to retail at £0.99. The redesign highlights the formulation of vitamins A, C and D and features a "no artificial preservatives" flash.

The new design is to be phased in for the existing 60 and 120 tablet packs over the coming months. Special deals are available through wholesalers and company representatives, say *Reckitt & Colman Products Ltd*, pharmaceutical division. Tel: 0482 26151.

## It's a gift!

Union Carbide offers are running a Ucar batteries promotion up to Christmas which offer retailers discounts, free gifts with a car theme, and entry to a Christmas draw.

Three deals offer, say Union Carbide, flexibility to retailers while maximising profits. Deal one offers 760 E91, 200 E92 and 40 EPX76 batteries for an extra 20 per cent discount on the E91s, plus a jumbo car vac and a "Retaliator" — a noise machine which allows frustrated motorists to zap other cars in traffic jams.

Deal two offers 400 E91s, 80 E92s and 20 EPX76s for an extra 12 per cent discount on the E91s plus a "Carwash clean machine, a windscreen frost protector and an in-car anti-mist cloth. And deal three offers 200 E91s, 80 E92s and 20 EPX76s for an extra 5 per cent discount on the E91s, plus a red Porsche Grand Prix ice scraper glove.

The free draw winner will win a chauffeur driven Rolls for Christmas Day, or another day if not convenient, plus Christmas lunch in a top restaurant for the winner and family. *Union Carbide UK Ltd Battery Products Division*. Tel: 0923 720366.



## Lacoste to enter sun preps market in 1989

Lacoste have launched a sporty Sun Technics regime, with a range of items from an oil-in-water emulsion to after sun care.

Total sun screen safe tanning (SPF12, 50ml, £7) is said to be a light non-greasy oil-in-water emulsion with titanium which helps protect against UVA and UVB rays. It contains extracts of arnica, salicaine and amino acids to soften and moisturise the skin and is recommended for fair and delicate skin types on first exposure to the sun, say Lacoste.

Stick face and lips (SFP8, 40ml, £7) has a handy presentation and leaves a transparent and protective film after application, say Lacoste, who recommend it for all sensitive areas of the face including lips.

Water World sun milk (SPF6, 100ml, £8) offers protection against UVA and UVB rays. It is perfumed, absorbent and once daily application should be enough to protect the skin, the company says.

Moisturising sun cream special for face (SPF4, 2 x 30ml, £8.50)

**LRC Products** will be offering 20 per cent extra on standard size Wright's Coal Tar and Spring Fresh soaps during November and December. A "20 per cent extra free" flash highlights the promotion on-pack. *LRC Products Ltd*. Tel: 01-527 2377.

contains a blend of moisturising agents, including collagen, mucopolysaccharides to allow for safe and gradual tanning say Lacoste.

And their after sun milk (SPF4, 125ml, £8) is a light, softly fragranced liquid, said to be ideal for all over body use for those skins that tan easily or who are already tanned.

Intensive bronzing gel (SPF2, 100ml, £8) is fragranced, non-greasy, non-sticky and recommended for those who have already got a tan or who are naturally olive skinned.

After sun repairing balm (125ml, £8) soothes and calms skin after sunbathing and after sun self tanning balm (100ml £8) has a light liquid texture which is suitable for use on both face and body.

Lacoste say the products can be used in both Summer and Winter and will be available from April 1989 in both France and the UK. Sun Technics will be backed by a £200,000 campaign, with details as yet undisclosed by Lacoste.

**Orange flavoured Modifast** has been replaced by a "more superior" chocolate variant. Stocks of the orange flavoured product should be returned for credit as soon as possible, say *Kent Pharmaceuticals Ltd*. Tel: 0233 36814.

## Seven Seas have berry good news!

Seven Seas Health care are introducing three new varieties of vitamin and supplement Berries for the Winter selling season.

The three new variants are cherry flavour high vitamin C (£2.49), honey flavour royal jelly (£3.99) and lemon and lime flavour multivitamins (£2.49.)

The vitamin C berries are sugar free and presented in cherry coloured chewable soft gelatin capsules containing 500mg vitamin C. The honey coloured royal jelly berries contain 158mg royal jelly.



The lime coloured multivitamin berries contain vit A (75ug); vit B1 (1.1mg), B2 (1.7mg), B6 (1mg); niacin (12mg); vit C (30mg); vit D (6.25ug); vit E (10iu).

POS material consists of a natural wicker basket with a vacuum-formed holder for the new Berries packs, and a coloured header card with the headline "Berries — pick your own". A window card and shelf-edger promote the same message.

To support the launch, Seven Seas are holding a POS window display competition for stockists. The prize for each of the six winners is a luxury weekend for two at Chilton Park, in Kent and further details will be given by Seven Seas representatives. *Seven Seas Health Care Ltd* 0482 75234



## Nicrobrevin in TV and POS push

A wide range of point of sale material is available from Intercare Products to support Nicrobrevin, which the company says is the first stop smoking aid to be advertised on television (C&D last week, p708).

The product was recently relaunched in one pack size (28 day course £9.45) with new packaging in yellow and silver, and the pharmacy assistant guides, consumer leaflets, and window stickers reflect the new packaging.

The company has also produced reprints of the recent trial in the *British Journal of Clinical Practice*, which concluded "Nicrobrevin is significantly superior to placebo as an aid to stopping smoking", a claim highlighted in the POS material. *Intercare Products Ltd.* Tel: 790345.

## By gum! Wrigley's got the facts

Chewing gum manufacturers The Wrigley Company have launched an information programme for retail pharmacists, to inform in detail about the positive results of chewing gum on plaque acid.

The company says that a recent survey has shown that eight out of ten UK dentists now accept that the chewing of sugar free gum has potential dental health benefits. The company says that research on its Orbit gum has demonstrated that chewing the gum immediately after eating stimulates salivary flow by 300 per cent to neutralise excess acid within ten minutes.

Stimulation of salivary flow by the physical action of chewing speeds neutralisation of plaque acids to restore pH rapidly to safe levels, assists in oral clearance of food particles and promotes remineralisation of tooth enamel by providing a source of calcium and phosphate, say Wrigley.

Pharmacists are to receive an information pack to enable them to draw their own conclusions from the research data.

Information on supplies and how to obtain a free product display unit can be obtained from *The Wrigley Company*. Tel: 0752 701107.



## Booker add three to Healthcrafts

The end of the month sees the introduction of three new supplements into the Healthcrafts range from Booker Nutritional Products.

Healthcrafts natural betacarotene (15mg) is presented in a soft gelatin capsule containing product derived from the world's richest source, a pink algae *Dunaliella salina* which grows on the surface of salt lakes, say Booker. The line is presented in outers of six (£17.36 trade) selling at £4.99 each.

Co-enzyme Q10, said to be involved food metabolism and energy utilisation, is the second new product to the range. Outers of six are priced £16.99 (trade) to retail at £4.89 each.

Chewable royal jelly capsules (200mg per capsule) claim to be the first such product suitable for vegetarians, and are free from artificial ingredients and colours. The line comes in outers of six (£14.99 trade) to sell at £4.29 each. *Booker Nutritional Products*. Tel: 09323 54211.

## Thorsons list first six BMA Family Doctor Guides

The first six titles in the new series of BMA Family Doctor Guides, published by Equation, part of the Thorsons Publishing Group, are now available.

The new series, previewed to pharmacists at Chemex, takes common medical complaints and presents up-to-date information on the problem, standard medical remedies and the way in which patients can help themselves. The books are written by specialists in each topic, under the series editorship of Dr Tony Smith, deputy editor of the *British Medical Journal*.

The first six titles which retail at £2.99, are "Arthritis", "Asthma", "Children 1-5", "Gallstones and Liver Problems", "Strokes and their Prevention", and "Confusion in Old Age".

The BMA says that the new series, which has been produced following an approach from Thorsons, will not conflict with the

Family Doctor booklets which are available through the National Pharmaceutical Association to retail at £1.

Thorsons say that the guides will be available to pharmacies as well as bookshops and health food shops. *Thorsons Publishing Group Ltd.* Tel: 0933 440033.

## Nappy rash aid by Boehringer

Boehringer Ingelheim have produced a leaflet on the prevention and treatment of nappy rash, designed to help mothers to help themselves.

Copies of "Nappy rash — prevention and treatment", — up to a maximum of 20 — can be obtained from the Field Services Department, *Boehringer Ingelheim*. Tel: 0344 424600.

## Calpol goes sugar free

Wellcome Consumer Division are introducing a sugar free suspension to the Calpol infant range from Monday. Sugar free Calpol will be available only in 140ml bottles (£1.80) and packs will be coloured pink instead of mauve. Point of sale material will also be available, say Wellcome.

And a Winter advertising campaign for Calpol Six Plus is to run until March 1989, says the company, with adverts appearing in women's magazines and the mother and baby Press. *Wellcome Consumer Division*. Tel: 0270 583151.

## Ralgex goes for sporty women

Beecham Health Care are supporting the Ralgex range with a £200,000 Press advertising campaign this Winter.

Women and sports enthusiasts are being targetted, say Beecham, and publications will include *Woman*, *Woman's Own*, *Woman's Realm*, *The Daily Mail*, *Sunday Post*, and *Time Out*.

Beecham put the topical analgesic market at £9m at rsp, growing at around 12 per cent per annum. There are two traditional sectors in this market, say Beecham: the 55 plus users, who are sufferers of rheumatic and muscular pain, and the sports enthusiasts who account for 40 per cent of sales. *Beecham Health Care*. Tel: 01-560 5151.

## Warm up

Combe UK's Odoreaters footwarmers will be supported until to February by a national Press campaign using the "Feet like ice" advertisement.

The campaign will be featured in a selection of daily newspapers including the *Daily Mirror*, *Star*, *Sun*, *News of the World* and the *Sunday People*. The footwarmers are distributed by *Farillon Ltd.* Tel: 04023 71136.

"Calm in a tea cup" is a booklet which details the attributes ascribed to a variety of herbal teas. It is to be advertised in selected women's magazines in November and December say *London Herb & Spice Company Ltd.* Tel: 01-680 8337.





# Light on the taste



Extensive consumer research confirmed a real need for a new sweetener with a light, subtle, sugar-like taste.

Hermesetas has developed a uniquely blended sweetener with just the right light touch of sweetness – with no bitter aftertaste – to satisfy the thousands of people moving towards lighter diets and a whole new light life-style – but who are still using sugar.



# Heavy on the till



Hermesetas Light in its distinctive, modern packaging has already enjoyed an outstandingly successful test launch in Scotland with over 50% of trialists re-purchasing.

Now, using a high profile support programme including a nationwide sampling campaign, Hermesetas Light is all set for its major national roll-out this autumn.

Make sure you're stocked up with this new opportunity in the fast growing sweetener market. Remember, what's light on the taste will be heavy on the till.

## Hermesetas®

### Britain's No. 1 Sweetener Brand

**JB Jenks Brokerage**

Castle House, Desborough Road, High Wycombe, Bucks HP11 2HS  
Tel: 0494 33456. Telex: 83506





## Cutex do a swirl

Cutex are launching a new colour collection of eyeshadows, lipsticks and nail polishes called Swirls and Pearls.

Eyeshadows (£2.45) consist of Opal Swirl, a mixture of pink-mauves and greens, and Pacific Swirl, a blend of blues, greens, with a twist of violet.

Three bright pearlescent lipsticks (£1.80) with matching regular nail polishes (£1.60) come in a warm scarlet called Poppy Pearl; a deep metallic pink called Fushia Pearl and a burnt orange called Mandarin Pearl.

Pre-packs come as a point of sale unit, containing six of each of the individual eyeshadows and six lipsticks with nail polishes (£90.60 trade). *Parfums International Ltd.* Tel: 01 486 1200

## Eye Dew gets 'style' Press push

Crookes Healthcare are spending £200,000 on Eye Dew Drops during Winter 1988, with a new campaign running from October to February including style magazines as well as the key women's titles.

Three mono double page spreads have been created to appeal to women in the 16-24 year old age group.

With the headline "the first thing I noticed about her was her eyes" the advertisements emphasise, say Crookes, the glamourising qualities of the product.

Crookes say last Winter's first advertising campaign for Eye Dew for five years resulted in a 25 per cent in sales. *Crookes Healthcare Ltd.* Tel: 0602 507431.

## Fuji's line up for Christmas

Fuji have lined up some new products and special packages on film and cameras for Christmas.

The DL-15 (£39.99 rsp) a motorised version of the DL-7 and FZ-500 35-70mm (£179.99) top-of-the-range zoom have been added to the range of drop-in-load 35mm compact cameras.

The DL-7 has been packaged with a snowman outer sleeve and the DL-300 kit at £99.99 includes the camera, case, film, strap, batteries, photo album, photo booklet, and lens cleaning kit.

Twin packs of 24 or 36 exposure Fujicolor Super HR film feature a pop-up Santa and come with a voucher for £1 off the Fujicolor Quicksnap or new Quicksnap flash — the same as the Quicksnap but with an integral flash, to retail at around £6.99.

Triple packs of process-paid Fujichrome RD135-36 exposure slide film come with a voucher for a free Fuji E180 VHS video tape, say Fuji. Distributor *David Anthony Pharmaceuticals* Tel: 051 486 7117.

### ON TV NEXT WEEK

GTV Grampian  
B Border  
C Central  
CTV Channel Islands  
LWT London Weekend  
C4 Channel 4

U Ulster  
G Granada  
A Anglia  
TSW South West  
TTV Thames Television  
TV-am Breakfast  
Television

STV Scotland  
(central)  
Y Yorkshire  
HTV Wales & West  
TVS South  
TT Tyne Tees

Alka Seltzer:	All areas
Andrex family tissues:	All areas
Benylin:	All areas
Braun Independent 2000 haircurlers:	All areas
Braun male shavers 3000 series:	All areas
Colgate toothpaste:	All areas
Elizabeth Taylor's Passion:	All areas
Finesse:	All areas
Haliborange:	All areas
Insignia:	All areas
Lemsip:	C
Nicobrevin:	TV-am
Senokot:	All areas
Seven Seas cod liver oil:	All areas



## C&G go for larger sizes

Cow & Gate have relaunched their pure concentrated juices in larger 150ml bottles. A new variety, apple and pear, joins pear and peach, apple and rosehip and apple and blackcurrant in the new

size, which will retail at £0.75.

"The increase from 130ml represents even better value for money," says Carolyn Ilott, product manager. *Cow & Gate Ltd.* Tel: 0225 768381.

## Foaming promotions

Wilkinson Sword are promoting their post foaming gel and shaving foam during November and December.

The 200ml cans of post foaming gel will be flashed with a 30p money-off offer on future purchases of Profile Extra razors



or blade refill packs.

Over the same period, 200ml cans of shaving foam are being combined with 60ml travel size cans of foam and offered at the price of a standard can. *Wilkinson Sword Ltd.* Tel: 0670 713421.



Crookes Healthcare are making available new display material combining Cream E45 with the Wash E45 for use in window displays. The new unit is available from Crookes Healthcare. Tel: 0602 507431.

## Unichem offers in November

Kleenex for Men, Hedex and Nurofen are among the range of top brand names in Unichem's promotions for November. Also on offer are Recital hair colours, Style perm kits and Harmony hairspray. Special prices apply to all qualifying orders placed during November. *Unichem Ltd.* Tel: 01-391 2323.



**MR SPENCE**

METFORMIN TABLETS 500 MG. -

1 TO BE TAKEN DAILY.

BM - TEST - GLYCEMIE - 1 - 44

USE AS DIRECTED.

UNILET GP LANCETS 1X200 -

USE IN CONJUNCTION WITH AUTO CLIX

AND TEST STRIPS.

**MRS ENGLAND**

THYROXINE TABLETS 100 MCG. -

1 TO BE TAKEN DAILY.

THYROXINE TABLETS 50 MCG. -

1 TO BE TAKEN DAILY.

**MISS BROOME**

ASPIRIN PAEDIATRIC 75 MG. -

1 TO BE TAKEN DAILY.

TENORMIN 100 MCG. - 1 TO BE TAKEN DAILY.

**MRS JONES**

ADALAT RETARD 20 MG. -

1 TO BE TAKEN AT NIGHT WITH FOOD.

GLYCERYL TRINITRATE 500 MCG -

1 TO BE TAKEN SUBLINGUALLY WHEN REQUIRED.

**MRS RODGERS**

MADOPAR 62.5 MG TABLETS -

1 TABLET TO BE TAKEN TWICE DAILY.

**MR MOORE**

CAPTOPRIL TABS 25 MG. - 1 TO BE TAKEN TWICE DAILY.

FRUSEMIDE TABS 20 MG. -

1 TO BE TAKEN IN THE MORNING.

AMILORIDE TABS 1 MG. - 1 TABLET TO BE TAKEN DAILY.

**MRS EVANS**

BECOTIDE NEBULISER SOLUTION -

1 ML. TO BE USED IN CONJUNCTION WITH  
THE NEBULISER AS DIRECTED.

VENTOLIN ROTOCAPS 400 MCG. -

1 TO BE INHALED FOUR TIMES DAILY.

VENTOLIN INHALER -

2 PUFFS TO BE INHALED FOUR TIMES A DAY -

NOT EXCEEDING 8 PUFFS IN 24 HOURS.

AMILORIDE TABS 5 MG - 1 TO BE TAKEN DAILY.

FRUSEMIDE TABS. 40 MG. - 1

TO BE TAKEN IN THE MORNING.

AMOXIL CAPS. 500 MG. - 3 CAPSULES TO BE TAKEN DAILY.

**MRS JONES**

ZYLORIC TABS 300 MG. -

1 TABLET TO BE TAKEN DAILY.

CO-DRYDRAMOL TABS. -

1 TABLET TO BE TAKEN THREE TIMES A DAY.

**MR HO**

PHENYTOIN TABS 100 MG. -

1 TABLET TO BE TAKEN TWICE A DAY.

PHENOBARBITONE TABS. 30 MG. -

1 TABLET TO BE TAKEN TWICE A DAY.

**MR PATEL**

BECONASE NASAL SPRAY -

2 PUFFS TO BE INHALED TWICE DAILY.

OPTICROM EYE DROPS -

1 DROP TO BE INSTILLED INTO EACH EYE 6 HOURLY.

**MRS HOLMES-SMITH**

PREDNISILONE TABS 2.5 MG. -

1 TABLET TO BE TAKEN FOUR TIMES A DAY.

ASACOL TABS. -

2 TABLETS TO BE TAKEN THREE TIMES A DAY.

It's a scene that's repeated dozens of times everyday in your pharmacy.

Mrs Jones comes in suffering from angina, you offer a few words of sympathy, make up her prescription, counselling her in the use of her medication and away she goes.

But what about when she returns 3 weeks later?

Will you remember her prescription, her condition and any other important details? Of course not, since she's just one of hundreds of customers you deal with. She might even go to another pharmacy! With LINK 2+ you can have all that information at your fingertips. Because

LINK 2+ provides you with **complete patient medication records** including

## You may remember the faces but could you remember the prescriptions too?

any drug and dosage changes along with a whole range of other tasks including ordering, stock usage and much, much more. That

means you can save on time and effort and give your patients the caring, personal service they deserve, while encouraging them to come back to you.

What's more, thanks to the new proposed legislation, the Government will pay you to keep records on elderly and confused patients.

Add to that, the 1.5% additional discount you receive on everything ordered via your Link

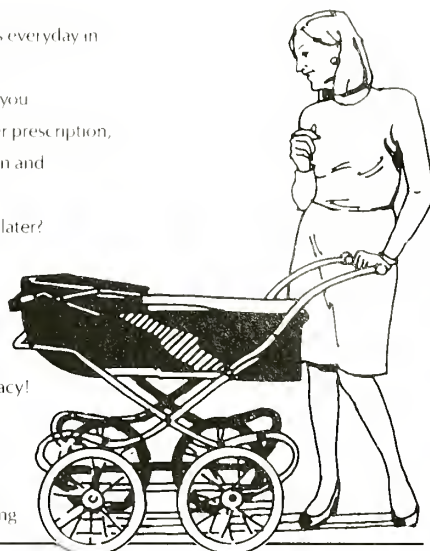
terminal and it's obvious that Link 2+ is a very profitable investment for you.

And even if you don't want to make such an investment at the moment, you can rent the alternative ACER system which gives you all the benefits of Link 2+.

So isn't it time you had Link 2+ working for you? It's the best way to forget

all about the problems of patient medication

records. Just phone your local AAH Wholesaler now for more details.



# LINK

**P H A R M A C Y  
S Y S T E M S**

Available from your local  
AAH GROUP WHOLESALER



## Finesse goes door to door

Following the launch of Finesse shampoo and conditioner in June, Helene Curtis UK Inc is undertaking a nationwide household drop of Finesse sachets, leaflets and money-off vouchers.

Over a three week period, Finesse shampoo and conditioner will go to six million households to encourage further sampling and first time purchase. The promotion is claimed to be one of the largest product distribution exercises ever undertaken. "The door to door drop method has proved successful in the past, immediately resulting in a high redemption level and substantially increased sales," according to sales and marketing director Sara Sorby.

Sealed in plastic, the drop packs will comprise Finesse shampoo and conditioner sachets and 10p money-off vouchers for each product. *Distributors Food Brokers Ltd. Tel: 0705 219900.*



New from Kanebo is Bio gentle peeling powder, an exfoliating treatment. The powder (40g £12.53), comes in a plastic container with a dispenser top which gives 45 treatments. Kanebo. Tel: 0635 46362.

## Night light in Woodward's offer

LRC Products are offering consumers the chance to send off for a night light at a specially reduced price — £1.50 instead of £2.99 rrp — as part of a promotion for Woodward's Grape Water.

During November and December, special point of sale material, including leaflets and units, will highlight the offer. *LRC Products Ltd. 01-527 2377.*



## Henara powders relaunched

Henara are relaunching their hair colouring powders in new cartons which co-ordinate with the packaging introduced to the shampoo and conditioner ranges in the Spring.

Hair colouring kits (£1.65 price unchanged) include a 50g sachet of Henara colouring powder, which the company says use only natural ingredients, one pair of plastic gloves, and elasticated shower cap and a leaflet giving instructions on mixing and application.

The colours in the range are now described as russet red,

peppercorn dark brown, cornfield golden, walnut mid brown, raven black, chestnut warm brown and rosewood auburn.

Henara say their product, when applied, fades naturally, avoiding ugly regrowth and allowing a stronger colour to be achieved by reapplication.

If further specific advice is needed, the Henara Hair Advisory Service is available, at Lambert Court, Chestnut Avenue, Eastleigh Hant SO5 3ZQ. *Henna Hair Health Ltd, Warner Lambert Health Care. Tel: 0703 619791.*



Pharmacist Paul Turner (second right) of the Corinthian Pharmacy, Cirencester, as the winner of a Unichem Nicholas Kiwi promotion receives two nine carat gold watches worth £2,000 from Mr Gunia, national account sales manager of Nicholas Kiwi (second left). Unichem sales representative John Sheldon and Mrs Yvonne Turner are also pictured

## Boots headliners

Boots are offering a number of new Christmas colours in the No 7, No 7 Pure Care and Original Formula ranges.

The No 7 range has a Japanese theme and consists of a colourised powder shadow trio (£2.95) and lip colour and nail polish (£1.95 and £1.70). The Pure Care range is called "Brilliant Berry" and features two powder shadow trios

(£3.10). Both ranges will be on counter from November 28.

Boots' 17 colour collection is called Night Fantastic and consists of 17 eye shadow duos in glittering colours (£1.35 each) and two glittering lipsticks (£1.05). This collection will be on counter from November 1.

Original Formula feature a number of gift sets.

## Dunhill Edition TV first

Alfred Dunhill have created their first television commercial to promote the Dunhill Edition men's fragrance. The 30 second commercial will be aired for the first time on November 7 on Central and Thames TV stations. The campaign runs until December 5 and will be supported by cinema advertising in the London area.

Mark Henderson, general manager of the Dunhill fragrance division comments: "This represents a landmark step for Dunhill as a serious contender in the men's fragrance market. Unlike other cosmetic companies this has been a gradual launch with Dunhill increasingly building confidence among retailers in the product and in its future in the buoyant men's market."

The range has seen UK sales up 91 per cent, say *Alfred Dunhill Ltd. Tel: 01-499 9566.*

## Climb every Montagne

The Fragrance House of St George are relaunching their Montagne Jeunesse vegetable-based beauty products, adding several new products to the range.

New items include French pure vegetable soap in passion fruit, vanilla, green apple, and lime. Honey and beeswax soap, aloe vera soap and blue orchid soap (all 100g, £0.99).

The company is also introducing a black grape body oil (125ml, £2.99 and 60ml £1.99) and an aloe vera body moisturising gel (125ml, £1.95) to the range.

All products are manufactured and tested without cruelty to animals and some items in the range are marked with a sign saying that they are vegan-approved and do not contain milk products, say the company.

RWS Fine Products took over the distribution of Montagne Jeunesse from September 1 with a plan to rival Body Shop products in the marketplace. Since then RWS have rationalised the range, removing many smaller sizes, and introduced a range of promotional material including shelf strips, showcards and consumer leaflets. Opening orders are available from as little as £20.76 trade. *RWS Fine Products. Tel: 0280 704 367.*



# CHEMIST & DRUGGIST

## PHARMACY TRAINING SEMINAR

CO-SPONSORED BY

### BEECHAM

# COUGHS AND COLDS

This the eighth of a *Chemist & Druggist* initiated series of training seminars for pharmacists and their assistants — sponsored jointly with companies which have a particular expertise in the chosen subjects.

## Not to be sneezed at

Dr David Tyrell, CBE, director of the MRC Common Cold Unit, looks at some of the causes and treatments for the common cold together with “non treatments” and possible future methods of dealing with a problem that plagues us all.

Common colds are the most frequent cause of illness for most people in Britain. Adults have two or more a year and children around six or seven. The illness is generally due to a virus infection — most commonly a rhinovirus, but may also be due to others, as shown in table 1.

These viruses were cultured and identified by a long series of clinical and laboratory researches, particularly in the 50s and 60s. Inoculation of volunteers and controlled epidemiological studies gradually established the diseases caused and their frequency in different age groups.

It has been shown that antibodies are produced after an infection and appear in the serum and nasal secretions where they apparently protect against re-infection. The exact means by which the viruses cause symptoms are still not known, but it is to be hoped that detailed studies of the pathophysiology of colds will define the molecules that induce changes in secretion or blood vessels. Such research might lead to better and more specific drugs for controlling infection.

The virus infects cells lining the nose and nasopharynx. The cells are damaged and as a result the patient notices sneezing, nasal discharge, nasal obstruction and mild sore throat. Bacterial infections are uncommon but fluid may accumulate in sinuses, giving rise to pain in the forehead or face, and bacteria may invade and cause

purulent sinusitis. Similarly catarrhal or purulent middle ear disease may accompany or follow colds. Nasal obstruction, discharge and sneezing can be due to allergy to dusts, pollens, etc, but a history of recurrent symptoms occurring in particular situations can often suggest this.

Sometimes the infection mainly affects the throat, causing sore throat. These infections are also usually due to viruses, but a proportion are due to bacteria, ie *Streptococcus pyogenes*.

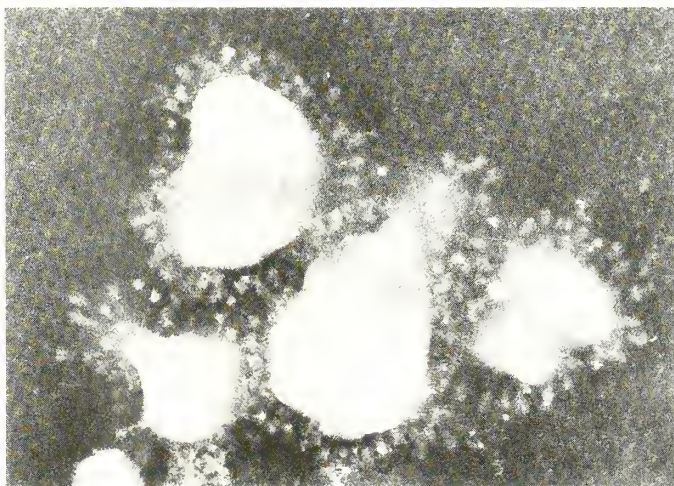
A mild cough can occur during a cold, but the main site of infection may be the lower

airways, the trachea and bronchus, and then cough with or without sputum is a major symptom, though it is also a symptom of many more serious chest infections, pneumonia, malignant disease, etc. A virus infection which causes a simple common cold in a normal subject can cause an exacerbation of chest symptoms in an individual with asthma or chronic bronchitis.

There is no specific antiviral treatment for these virus infections, and so they should be handled by conservative management and symptom control. Bacterial infections however, need treatment with antibacterial prescription only drugs and all serious or persistent airway infections need medical or surgical investigation and treatment.

**Table. 1 Major causes of some acute respiratory diseases**

Colds	Sore throats	Tracheitis/Bronchitis
Rhinoviruses	Adenoviruses	Adenoviruses
Coronaviruses	Enteroviruses	Parainfluenza viruses
Parainfluenza	<i>Strep. pyogenes</i>	Influenza viruses
		Rhinoviruses



Electron micrograph ( $\times 251,500$ ) of a small group of coronaviruses, common cold viruses

### Pharmacist's duty

The first duty of the pharmacist is therefore to decide whether the illness is a cold or something else. There may not be a history of contact with another case. It is important to consider that something more serious may be present. For this, one needs to look out for certain “danger signs”. There are several, such as rapid breathing, with or without wheezing, high fever, inability of a baby to feed, vomiting. Coughing blood or pain in the chest may indicate several serious diagnoses. Similarly if the nasal discharge is thick yellow or green



pus, if there is persistent earache or vomiting, there may be a secondary bacterial infection. If

the patient has been ill for five or more days and is not improving the disease may not be a cold,

even if cold symptoms are present. In summary, it is always important to check that the

symptoms and story really are those of a cold, and not to accept without question the patient's diagnosis of their own condition.

All medications have adverse effects and all cost money so it is good practice to advise simple treatments which deal with patients' main symptoms. Of course mixtures of drugs are available and may be appropriate and convenient if the patient has a variety of different troublesome symptoms, but if a patient's main symptom is a headache, the appropriate treatment is a simple analgesic and not a mixture containing perhaps a treatment for nasal obstruction, which may not be bothering him.

It is important therefore to take time to read carefully the "small print" on medicine packs and so to discover the active ingredients and hence the benefits to be expected. The "small print" also contains details of contraindications. For instance, some oral preparations contain vasoconstrictors which will act on blood vessels throughout the body — they may certainly reduce nasal congestion but may also push up the blood pressure of someone with hypertension.

### General advice

Viruses that cause colds may make the patient feel generally unwell. The sensation may not last for long but it is sensible to go home and rest, until the peak of the illness is past, perhaps for only a day. If the patient has no appetite fluids should be taken. These can also be good local treatment for a sore throat or a dry and irritable airway. Hot sweet fruity drinks can be very soothing.

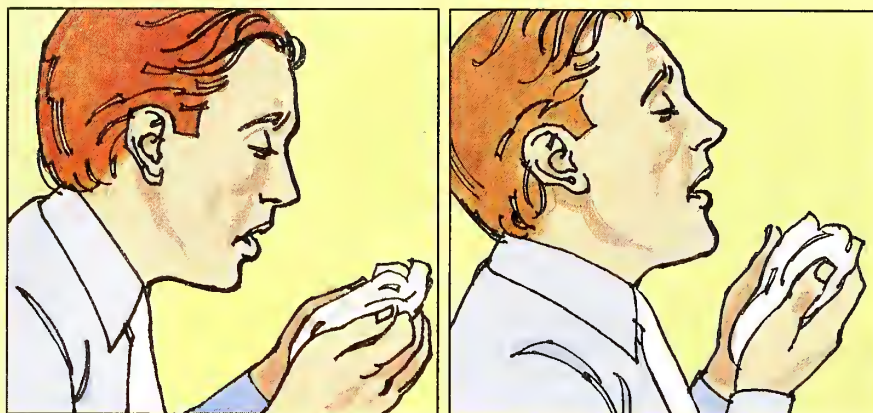
The patient may not have a predominant symptom but feels generally out of sorts. A hot bath and a sedative, perhaps the traditional tot of whisky or an older antihistamine, enable him or her to get off to sleep, when the excess nasal discharge naturally dries up and by the next day he or she is much improved.

If the patient has not improved in a few days or has any of the "danger signs" then recommend that medical advice is obtained — investigation or prescribed medicine may be needed.

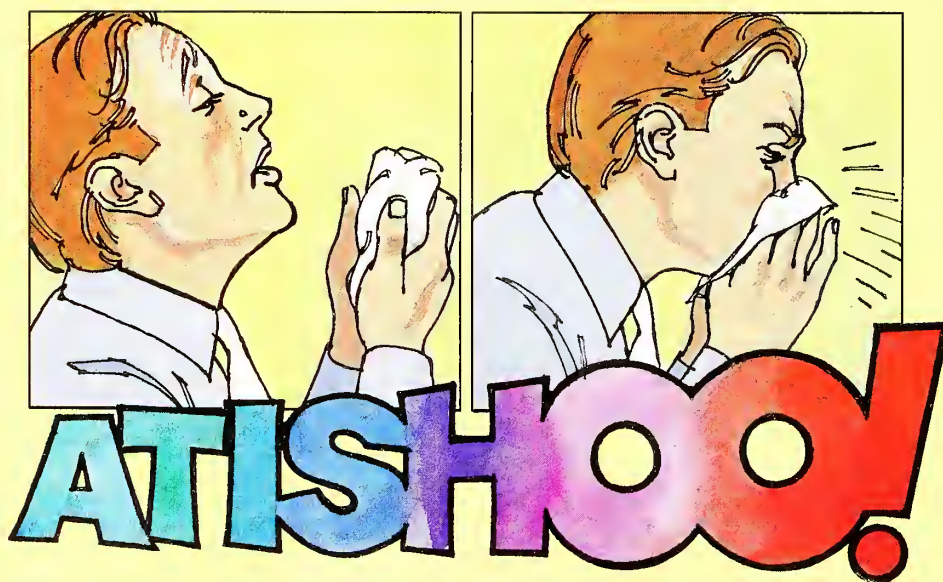
### Specific advice

Antipyretics and analgesics — paracetamol or aspirin (for adults) — are useful for relieving local discomfort and reducing a mild fever. However, sore throats may respond better to local treatment like hot drinks or strong flavoured sweets, or medicated gargles containing aromatics like menthol or methyl salicylate.

Nasal discharge if profuse can be reduced by vasoconstrictors, such as phenylephrine. However,



*An aerial view of the Common Cold Unit, Salisbury*





the main value of these is to reduce nasal congestion and obstruction. They are most effective if given locally, for instance as drops in isotonic saline — but their use may be followed by rebound nasal congestion and they must not be used continuously. The inhalation of warm moist air can be helpful, and may be enhanced by adding aromatics.

Coughing is basically a reflex that protects the airways from the harmful effects of inhaled dust, etc, and also expels accumulated secretions. On the whole it should not be suppressed, particularly if it is productive.

A non-productive cough may be soothed by the warm air of a hot bath and by keeping the room air at an even warm temperature. It may prevent sleep, and if it persists in spite of mild sedation a linctus containing codeine or another morphine derivative may be very effective, at least for a few hours.

### Some 'non remedies'

There has been a vogue for the use of large doses of vitamin C to prevent or treat colds, but careful trials have shown it to have no effect. Various "health" foods are promoted as preventing colds, but there is no evidence that there is any advantage to supplementing a mixed diet containing a variety of fresh foods, fruits and vegetables. Zinc has also been promoted. Here there is a little evidence that in some circumstances it may benefit some colds, but it is not pleasant to take, overuse can have adverse effects, and some well

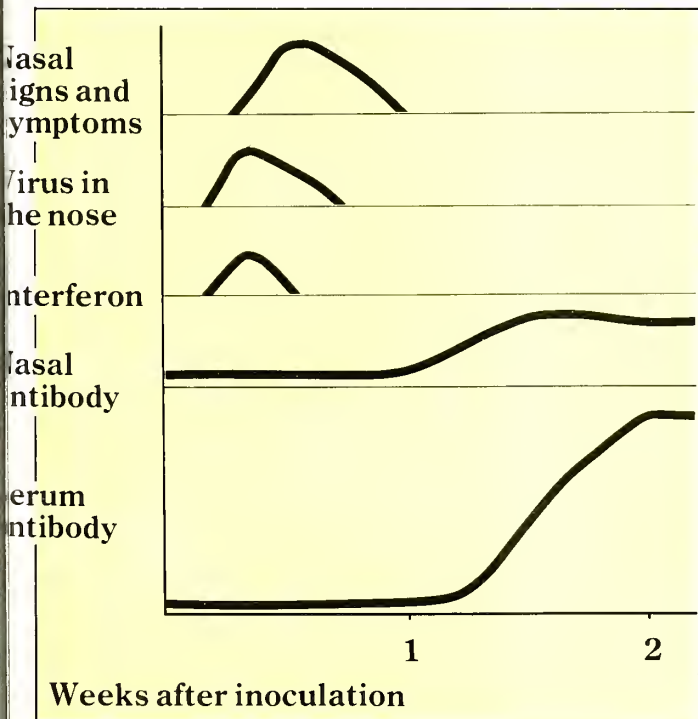
done trials showed no benefit at all.

### Future remedies

There has been much research directed to finding specific antiviral substances. Of the many that have been screened some have been found to have detectable beneficial effects in volunteer and clinical trials. They include various interferons and a new antiviral molecule, and they can be sprayed up the nose and prevent colds by preventing the virus multiplying there. So far they have not been developed to the stage that they can be licensed and used in routine clinical practice but they may be introduced soon, at least to help patients who are at risk of severe effects of colds, for instance those with chronic chest disease.

Vaccines of various sorts have been made against influenza and adenoviruses and have been shown to be clinically effective. However, vaccination against viruses that cause most colds has not been successful, because of the difficulty of making antigens by conventional means against such a large number of different serotypes. However, in recent years the exact amino acids that stimulate antibodies and confer immunity against viruses, such as rhinoviruses, are being identified and it is in principle possible to synthesise oligopeptides which might give immunity and be used as vaccines. However, the deployment of vaccines against colds is still a dream for the future, though it seems less far fetched than it did in the early days of common cold research.

**Figure 1. The time course of the main features of a typical common cold**



# A market that blows hot and cold

**Colds are among the most likely ailments to be treated with a non-prescription medicine. Beecham are well placed to monitor the market's ups and downs and here general manager of sales and marketing, Simon Pulsford, looks at how the sector is shaping up.**

The cold and cough markets are substantial and worthy of significant attention of pharmacists. In 1987 consumers in the United Kingdom spent £39m on OTC medicines for colds and £47m on cough remedies. The incidence of these ailments can vary significantly from year to year and is dependant on a number of factors, including weather conditions and viral strains. Around 70 per cent of sales occurring in the period October-April.

After headache's and indigestion, colds are the third most likely ailment to be treated with a non-prescription medicine, with 43 per cent of people claiming they treat colds in this manner in a recent Proprietary Association of Great Britain self-medication study.

### Colds market

Beecham, a leading company in the colds market, with over 60 per cent market share, monitor on a weekly basis the incidence of colds and flu, through a panel of over 100 doctors across the country. This provides warning of a cold and flu epidemic and allows the company to take early action in terms of advertising and alerting pharmacists to demand potential.

The cold market is characterised by three major areas:

1. Serious cold/flu treatments
2. Hot remedies
3. Everyday cold treatments

The leading "serious" cold products include a combination of active ingredient to relieve headache, shivers, runny nose, sore throat pain and coughing. These tend to be either for night-time use or non-drowsy for day-time use and come in either liquid or solid dose form. This is an area of increasing relevance to modern consumers who require products that will effectively relieve their cold symptoms and allow them to continue to function in their daily routine, as normally as possible.

Increased advertising activity in this sector is forecast for this Winter and this will benefit pharmacists.

The hot remedies sector provides consumers with a more warming and comforting form of medication, for those cold Winter nights. The sector has shown good growth as a result of heavy advertising behind the two leading brands and product innovation in the form of new flavours — an important characteristic in this area.

The third sector comprises products for the treatment of everyday colds. Consumers perceive these products to be most suitable when the symptoms of a cold or flu first appear, when they're feeling only slightly off colour.

Overall, the market has seen growth in the sales of cold and flu remedies in capsule format, because of their convenience and ease of use. This is important for people at work and hence for daytime cold and flu remedies.

The market for cough products tends to follow the colds market in terms of incidence and seasonality. Following the introduction of the black list, the market enjoyed 18 per cent growth in 1985 and advertising in this sector increased by 200 per cent. Since then, sales have been more stagnant.

Over 80 per cent of cough remedy sales still occur through pharmacies and the major brands all receive considerable advertising support. The adult market is dominated primarily by expectorants (around 60 per cent of the market) and antitussives for dry coughs (35 per cent).

Pharmacists need to be aware of drowsiness implications when recommending cough remedies, with brands offering non-drowsy formulae suitable for day-time use enjoying good growth. Coughs are common amongst children and there are a number of cough mixtures formulated for this sector, some sugar free.

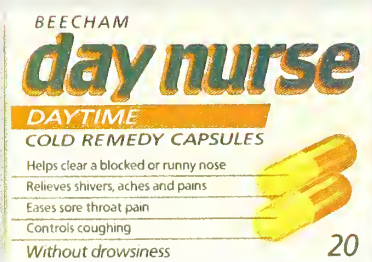


# BEECHAM

## The No.1 name in Cold & Flu Relief



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**Beecham No. 1**  
**Health in O.T.C.**  
**Care Medicines**



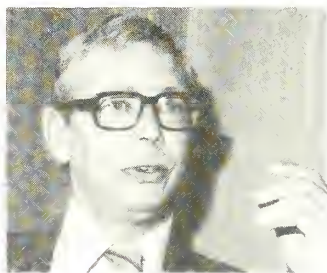


**Some 300 delegates attended Unichem's 9th Pharmaceutical Convention in Bangkok to mark the 50th anniversary of the founding of the co-operative. As part of a heady mix of business and pleasure some 14 papers were presented at the conference sessions run by chairman David Mair. Unichem chief executive Peter Dodd gave the customary opening address**

# 50 years on Dodd says 'You ain't seen nothing yet'

Unichem chief executive Peter Dodd, commenting on the development of the share scheme so far, told the Convention: "Despite all of the problems, it has to be classified as a success."

"It would be foolhardy for us to assume that the spoiling tactics of our competitors will not be continued in the future, but I am confident that an ever-increasing number of pharmacists will see through the 'smoke-screen' being



Peter Dodd

created and join Unichem in this unique opportunity." Mr Dodd said that as a result Unichem would be stronger, more profitable, and ultimately have an increased market capitalisation. Existing members would benefit.

He said that if the Office of Fair Trading and Unichem could not reach an understanding, the scheme would be referred to the Monopolies and Mergers Commission, which would review

the entire case to see if it agreed with the OFT findings. If the MMC did, it would also have to find the scheme against the public interest.

Mr Dodd said he believed there would be no fall off in wholesaler service because of the scheme with all pharmacies having access to four daily deliveries. "The patent will see no difference, with the same speedy, efficient service."

## Single market no threat to Thailand

Opening the Unichem 50th anniversary Convention in Bangkok, the British Ambassador to Thailand Derek Tomkin used the occasion to assure that country that adverse effects on it from the formation of a single European market were likely to be minimal.

"Thailand can count on British support in the necessary task of breaking down protectionist barriers. There are at present no UK national trade restrictive measures against Thailand and none are contemplated."

He said problems of internal market integration were highly complex, but, so far, about two-thirds of the 300 individual proposals had been presented to the European Council of Ministers and 80 had been approved. "I am convinced that in due time Thailand will conclude that such external implications as there would seem to be, are positive

rather than negative."

Mr Tonkin said there was a lack of product patent protection for pharmaceutical products in Thailand. The country was a signatory of the Berne Convention and had a Patent Act dating from 1979. "At its passage, it was recognised that development of an effective patent protection system would take time. Difficult industrial sectors, like pharmaceuticals, were excluded from the initial legislation until a measure of experience had been gained."

At present pharmaceutical products, whether imported or locally manufactured, were copied with impunity and marketed at prices considerably below those of the original. But, Mr Tonkin said, there had been a new administration in Thailand since August. "The Prime Minister, General Chatichai, has indicated his willingness to tackle the general question of intellectual property rights on an all-party basis."

Mr Tonkin said patents did not automatically lead to increased prices. "British pharmaceutical companies operating in Thailand are very conscious of the needs of the Thai people for affordable medicines."

## Compete for the 'roll of gold' profit from films

Since 1980 the volume of film sold in pharmacies has risen by 4 million rolls to 16 million, while market share has declined from 46 per cent to 19 per cent last year. Steve Jones, Kodak chemist sales manager says: "The reasons have nothing to do with your competitiveness — it is to do with the way you approach retailing photography as a whole."

Film is the second most profitable item per square foot of selling area next to jewellery, but unlike jewellery, it leads on to D&P which is very profitable and has no cash outlay, Mr Jones told the Convention. "Combined, they produce an expanding traffic flow, with a consumer coming into your shop three times; to buy the film; to bring it in for D&P, and finally to collect their pictures."

But generally film is poorly displayed — it is even kept in

drawers in some pharmacies. As a "roll of gold" it must be made more visible to customers. It is no accident that all major High Street multiples give film a prominent place in their stores, Mr Jones

*Continued overleaf*



Steve Jones



said. To stay in the frame pharmacists need better display.

However, pharmacy has several strengths on which to capitalise. Some 74 per cent of their customers are women. "Women are now firmly established as the photographic buyers for the whole family, they own more compact cameras than men, they buy more film than men, they also hand in more D&P than men." And women visited supermarkets, CTNs and chemists with film, although as yet it is not part of the "shopping basket" routine.

Mr Jones said film purchase is made around a specific event, more often than not prompted by an impulse to purchase upon sighting the product. And because film is a "conventional purchase" pharmacists could score because they had the right locations, the right products, and the

photographic buying clientele.

Last year approximately 3.8 million new cameras were sold throughout the UK with some 57,800 (1.5 per cent) sold through the independent chemist. The largest growing part of the camera market was 35mm compact cameras with the largest growth coming from female ownership — pharmacists' major clientele. Over 50 per cent of compact cameras are now owned by women, said Mr Jones. "Women do not go into photographic shops to buy cameras where they feel intimidated, instead they buy these cameras from stores such as as pharmacies, and mail order catalogues.

More pharmacists needed to stock cameras — only 22 per cent now did. Research showed that chemist camera stockists sold twice as much film as non-stockists.

## Medicine expertise underexploited



Anne McGowan

The community does not fully recognise the health expertise of the pharmacist and does not fully apply it in business and in the sale of "P" medicines, according to Anne McGowan, marketing manager in Reckitt & Colman's OTC department.

"It is not incompatible with professional attitudes and surely makes good business sense to consider fully the whole range of options available, including 'P' medicines," Ms McGowan told the Convention.

The more consumers perceived that expertise in medicines to be available, the more they are encouraged to draw on it, the more they will want to enter the pharmacy. And a consumer who finds that a "P" medicine is most appropriate to his needs will have to return to a pharmacy to repurchase.

Ms McGowan said the third advantage provided by "P" medicines is variety. "Nowhere

outside the 'P' product range can therapy be matched to need so precisely over-the-counter." Although she pointed out that even though the ingredients do not demand it, manufacturers could specify "pharmacy only" supply in their application for a product licence. Manufacturers making that choice believed that the sale of those products required the expertise which only the pharmacist is able to supply.

Following Nuffield and the Health White Paper Ms McGowan said the way forward would be through greater consultation; greater opportunity for advice, and greater exposure to customer needs. "And all this points to the minding of your 'P's being a central pre-occupation of your businesses.

"Make sure that P products have their share within the non-self-selection areas and exploit the opportunity offered by products which are P by distribution channel only, and which therefore can be made available for self-selection."

But both pharmacist and manufacturer had a responsibility for education, she said. "This applies not only to the consumer but particularly to improving the contribution that pharmacy staff can make towards efficient health care. A better-informed counter assistant can better identify the people who should be consulting you, and better brief you on the nature of the problem which requires your expertise, concluded Ms McGowan.

## Hepatitis B virus — two million-a-year killer

Conservative estimates by the World Health Organisation indicate that over 1,000 million people, worldwide, have been infected by the hepatitis B virus. By the beginning of 1987 nearly 300 million individuals were thought to be infectious carriers of the disease, Dr Jeffrey Kirsch of Smith, Kline & French told the Convention.

Every year, over 2 million deaths occur as a direct result of hepatitis B infection. Fulminant hepatitis, a particularly aggressive manifestation of this disease, occurs in approximately 1 per cent of infected individuals and is nearly always fatal, Dr Kirsch said. It accounts for 100,000 of these deaths. Acute hepatitis accounts for five times this number.

However, the real threat of hepatitis B lies in the increasing number of deaths that occur, either as direct result of chronic hepatitis or as a complication of chronic infection, namely cirrhosis. Additionally, hepatitis B has been related to primary hepatocellular carcinoma, the second most common cause of death from cancer in the world. "In fact, after tobacco, the hepatitis B virus may be the second most prevalent carcinogen known to man."

Dr Kirsch said the incidence of hepatitis B falls into three main regions. In high endemic areas such as China, South East Asia, tropical Africa and some parts of Latin America between 70-95 per cent of the population are HBV marker positive indicating a



Dr Jeffrey Kirsch

previous infection. Additionally between 15-20 per cent of the population are infective carriers.

In areas of intermediate endemicity a carrier rate of 2-7 per cent is found with evidence of past infection being found in 20-55 per cent of the population. This includes Eastern Europe, Japan, the USSR and the Mediterranean.

Finally, in areas of low endemicity such as the United States of America, Australia and Western Europe, including the UK, carrier rates of less than 2 per cent are found.

The primary vehicle for infection is via the contaminated body fluids of hepatitis B virus carriers. Blood contains particularly high viral titres, while semen, saliva, vaginal secretions, sweat and tears are also infective media. "These contaminated

## Points from the Convention platform

□ Sales director of Beecham Healthcare **David Weston** said that all too often pharmacists failed to capitalise on carefully designed merchandising units or to fully exploit the "huge" investment manufacturers made in media advertising. And he pointed to C&D's "On TV" page as a key information point. Pharmacists should act more aggressively to maximise their commercial advantages without fear of tarnishing their professional image.

□ For G.F. Dietary Supplies, chief executive **Richard Ward** said pharmacists could provide an invaluable service to patients with dietary problems such as coeliac

disease by recommending foods, handing out receipt letters, and by staying in touch.

□ **John Edwards** and **Martin Johnson** for Crookes Healthcare pointed out the opportunities in eyecare and the contact lens care market. Pharmacists now had a 66 per cent share (1987) of the lens care market compared with just 38 per cent in 1981 — a dominance achieved at the expense of opticians.

□ Seton Healthcare sales director, **Mike Rabbit** reviewed the role of the district nurse in pharmacy and advised pharmacists to maintain close contacts. Following the Cumberlege report, if nurses



fluids need only come into contact with broken skin or mucous membranes such as the conjunctiva or the oral and vaginal mucosa to cause infection," said Dr Kirsch. Individuals whose occupation, illnesses or personal habits bring them into contact with these body fluids, are at high risk of infection. There is a higher incidence of HBV markets and HBV carriers among healthcare workers, particularly those regularly exposed to blood, its derivatives and other infected body fluids. "Carrier rates among this group are up to ten times greater than the level in the general population," he said.

Several "at risk groups" have produced their own guidelines for prophylactic vaccination. The BMA has recommended that all health staff who come into contact with blood or work in high risk areas should be vaccinated. Similarly the British Dental Association recommends that all dentists, dental nurses and hygienists be vaccinated. Finally, the Royal College of Nursing has recommended that all nurses are vaccinated.

Prevention is the only safe guard against the long and short term complications of hepatitis B, Dr Kirsch said. "There is no known cure once the infection is established."

About 16 years ago specific anti-HBs immunoglobulin became available for passive immunisation. Sourced from the plasma of immune individuals, immunoglobulin was expensive and offered only short term protection to those known to be exposed to the hepatitis B virus, he said. Ten years passed before a vaccine became available in the UK as an active form of prophylaxis. The reason for this delay was that it was impossible to

culture the hepatitis B virus *in vitro* and thereby "cultivate" a vaccine. Instead antigenic material for vaccine production had to be either extracted from an infected source or synthesised.

"In the first instance plasma derived vaccines were produced from the blood of chronic carriers. However, for a variety of reasons, including their prolonged production period, initial limited availability, and high original cost, their general acceptance has been reduced," he said.

Last year the world's first genetically engineered, synthesised vaccine for HBV, Engerix B, was introduced in the UK by Smith Kline & French. It is derived from yeast and no blood products are used. The genetic engineering process ensures that a high level of vaccine purity is achieved, and at half the cost.

Adverse reactions are usually mild and yeast derived vaccine is at least as well tolerated as plasma derived vaccine, said Dr Kirsch. The most common reactions occurring in up to half of vaccinees are mild transient local soreness, erythema and induration at the injection site. Less common systemic complaints, not necessarily related to the vaccine, included low grade fever, malaise, fatigue, headache, nausea and dizziness.

Contraindications are patients with severe febrile infections and people known to be sensitive to any of the vaccine components.

"As pharmacists we should be closely involved in the development and implementation of vaccination policies for hepatitis B... In advising who should be vaccinated; and about the vaccines that are available; on how they should be administered; and what level of protection they confer," Dr Kirsch concluded.

**John Lambert** made a joint presentation for Merieux UK outlining the occurrence, disease state and treatment of rabies. New vaccines in the company pipeline include MMR and one for meningitis A and C types.

For **Anthony Bush**, director of consumer products at Windsor Pharmaceuticals, the sun preparation market was the one for pharmacists. This year it is worth £68m, with independents and multiples taking £14m. Although only half the size of the skincare market, it has doubled in size over the last five years, but pharmacy would have to work hard to maintain share.

**Haydn Rosser**, senior accounts executive at National Westminster Bank outlined the various advertisements that supported the "Action Bank". He demonstrated their effectiveness in maintaining and boosting market share.

# Assistants eager to learn — standard courses needed

Assistants are eager to learn more about the products they sell and the disease areas for which they are sold, says Janssen pharmacy division manager David Mitchell following a survey of 200 pharmacy assistants. "This, together with the implications of the Nuffield Report, suggests that their training in these areas should be more formalised and extensive."

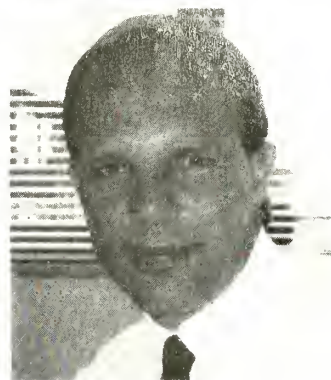
Mr Mitchell told the Convention a recognised, standard curriculum needed to be established for a course of study leading to a standard qualification.

The latest survey was a follow-up to a 1986 assistant survey undertaken by Janssen. The 1986 and 1988 survey methods were identical. A self-completion questionnaire was randomly posted or handed out directly to pharmacy assistants. The 1986 survey was completed by 147 assistants; in 1988 the sample was increased to 200, both with a near 50:50 North/South and part-time/full-time split. The most common age range was 20 to 30 years and the most common length of experience was between three and five years.

Most assistants learnt about counter medicines from information on-pack — 90 per cent in 1988 compared with 80 per cent in 1986. However pharmacists, at 80 per cent, were still regarded as the "most important" information source while other counter assistants featured strongly at 70 per cent, almost 15 per cent up on 1986. Representatives, *Chemist & Druggist*, and "other journals" as a group, all registered a score of around 50 per cent each.

David Mitchell noted that training courses featured poorly, with just over 20 per cent of assistants claiming to have attended one in the 1988 survey. Most assistants would now like training to take place in the morning rather than in the evening. "I believe that this shift shows a desire to participate in more formalised, more structured training rather than *ad hoc* evening get-togethers."

The NPA "Ask your pharmacist" campaign showed up well, Mr Mitchell said. And "predictably, both in 1986 and 1988, more people are asking to speak to the pharmacist — 88 per cent of assistants saying this was the case in 1986 and 90 per cent now." However, there was a



David Mitchell

"very interesting" shift in those seeking recommendations from the pharmacy assistant. In 1988 only one assistant out of 200 said there had been an increase in people asking for advice from the assistants.

Said Mr Mitchell: "I interpret this to read there are still loads of occasions on which assistants are asked for help and recommendation but it has appeared to reach a constant level and this could be for two reasons. Firstly, the NPA campaign is literally getting people to ask for the pharmacists. Secondly, with the increased level of advertising and promotion of Pharmacy medicines, more people are self-medicating."

Mr Mitchell said that in the 1988 survey there was a distinct swing to assistants calling the pharmacist or offering just one product when approached by customers. "I believe this all points to tighter control in the pharmacy with pharmacists spending more time on the counter and stipulating specific products for specific complaints."

Assistants were most likely to recommend a product when it had previously been recommended by the pharmacist, but the fact that the assistants have used the product themselves was also very important.

The final question in the survey was: "How do you feel about being able to sell 'P' medicines without the pharmacist being present?" Mr Mitchell said the vast majority of assistants (60 per cent) would be happy, with some reservations, to sell P medicines. "It would seem from this survey that the Society's position on supervision is not too far from what the assistants want," he said.

were able to prescribe from a limited list of medicines, such pharmacists would be well placed to cooperate and dispense for them.

□ Sterling Healthcare sales director **Tony Philip** told the Convention: "We believe that manufacturers have a responsibility to assist with pharmacy assistant training on product categories where they operate, with product knowledge, therapeutic guidance and information on ailments."

□ The biodegradable ostomy bag was possibly the next development in stomacare according to Squibb Surgicare marketing director **Colin Cooke**. "Our own is still undergoing extensive tests and we are holding off launching it until we are sure it will be as good and as reliable as the current range," he told the Convention.

□ **Alexandre Sudarkis** and



## Equal pay decision

The first case to reach the House of Lords on an "equal pay for work of equal value" claim has now been decided.

The case concerned a female catering employee who claimed that her work was of equal value to that of certain building workers employed by the same company. She won her case on the basis that in terms of effort, skill, decision making and the demands made upon her, her claim was fair.

Even though she was entitled to better holiday and sick pay conditions, the House of Lords decided that the only thing that could be looked at was the actual pay received and since the woman's pay was lower, it had to be made up to that of the men's.

Many employers may now face similar claims. If they are resisted the employee can take the case to an Industrial Tribunal. The Tribunal may appoint an independent expert to assess the relative worth of the jobs and this report will be sent to the Tribunal, the employer and the employee. A decision will then be given after a further hearing with all parties.

Claims can be made by an employee while on the job or within six months of leaving a particular employment. But an equal value claim can only be made by a person in comparison with other employees in the same firm.

# POINTS OF LAW



**This week the House of Lords' equal pay for work of "equal value" decision, the penalties for "too little" and "too late" taxpayers, and one means of recovering bad debts.**

## Paying the penalty

A thorough investigation into the affairs of a business by the Inland Revenue may find that too little tax has been paid or that it has been paid late through fraud, wilful default or neglect (this latter phrase can include sending in a return late).

Now the Revenue can use formal procedures for assessing the tax due, charging interest on it and imposing penalties. The offender will be told the maximum amount that could be claimed if formal proceedings are taken and asked if he is prepared to settle

the matter once and for all. It should be remembered that a penalty of 100 per cent of the tax and in some cases even 200 per cent could be imposed.

If a business co-operates honestly and especially if it discloses something wrong before an investigation, a reduction of up to 65 per cent of the penalty can be made by the inspector. In any case, if an accountant is present at any interview he will be able to advise and put points that will help to reduce any penalty. If an offer is agreed and accepted a letter will have to be signed to this effect and this will be a binding contract on the business and the Inland Revenue.

If an offer to pay is not made or

if what is due is challenged, that will be the end of the negotiations. The inspector will then make an assessment of what he considers to be due. There will then be a right to appeal to the Commissioners — the independent tribunals which hear tax appeals. Before this stage however, if a business is dissatisfied with the handling of a case, it can ask for the matter to be reviewed by the district inspector or even take the matter to the Revenue's head office.

Appeals can be made to a local MP to take up the case or where maladministration is suspected the matter can be put to the Parliamentary Commissioner (the Ombudsman).

## Easing the cash flow

Many businesses find themselves in a cash flow problem from time to time, often through debtors delaying payments. If this is a recurring problem, it might be worth considering using a factoring service. A number of large financial institutions including some of the clearing banks offer factoring to businesses.

A factor will provide a business with an agreed financial facility against invoices it has submitted to those who owe it money. Usually up to 80 per cent of the money owed can be made available immediately with the balance paid when the customers of the business pay the factor or after an agreed period.

Factors despatch statements promptly, communicate diplomatically but firmly with slow paying customers and resolve queries and disputes keeping you informed at all times of what is going on.

There are two kinds of factoring available: "non-recourse" services provide 100 per cent credit protection on all approved sales and thereby guarantee payment in the event of a bad debt with all legal expenses incurred.

Recourse services will collect debts owing, but do not provide full credit protection to the business client. They will have recourse to the client in the event of a customer defaulting.

Certain businesses will also be able to take advantage of invoice discounting services whereby invoices sent to customers are bought by the factor for cash. The services usually cost between 1/2 per cent and 2 1/2 per cent of turnover.

Of course, it is important to set these charges against the benefits of good cash flow and the avoidance of interest charges on loans that you may have to take out.

Factoring facilities are usually available to businesses with a turnover of £100,000 per annum.

The first step if you are interested in the service is to contact your bank manager or the Association of British Factors at Hind Court, 147 Fleet Street, London EC4 2BU.

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**NATIONAL CAMPAIGN SEP '88-MAY '89**

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# Pheromones: animal magnetism, media myth or mass marketing opportunity?

**Have you ever stood next to strangers and felt a powerful animal attraction towards them, even though they were not particularly attractive? What is this "animal magnetism" or "chemo-attraction"? The answer is pheromones, explains Gregory Butcher, marketing manager, Fragrance House of St George.**



Fragrances containing human pheromones are likely to be launched in the UK in the next five years, predicts Gregory Butcher. But there is still much controversy over whether or not "pheromones" are the correct scientific term for these biochemicals.

In animals there is well-established evidence that pheromones exist, he told a meeting of the Society of Chemical Industry earlier this year. Female rats prefer the odour of intact male rats to castrated ones, and dogs and cats have an affinity for certain chemicals — as anyone who has received amorous attention from a male dog can testify.

Musk appears to be a pheromone in the Tibet deer, as does civet in the Civet cat. Extensive work on domestic pigs has identified compounds with sex-attracting properties which are marketed in Boar Mate, used in artificial insemination. These compounds such as androstenol, androstenone and related steroids are present in human urine, blood and sweat.

There is substantial evidence for a pheromonal effect in humans which may be involved in establishing sexual identity. Studies in convents and women's prisons have shown that menstrual cycles become synchronised in groups of women living or working together. This can be induced further by introducing pheromones into the convent or prison. These cycles are upset when male pheromones are sprayed into their rooms.

Other researchers have shown that when chairs in dentists' waiting rooms are impregnated with androstenone, women sit on them in preference to other chairs. And people spend longer in phone booths sprayed

with these chemicals than in booths that are not sprayed.

Mr Butcher said that in insects the response to pheromones is virtually total and repeatable, whereas in pigs a 50 per cent response rate is considered good. The higher up the animal is on the evolutionary scale, the more other stimuli and social inhibitions affect behaviour so that in humans the response is unpredictable — hence the controversy.

But the value of media publicity and anecdotal work cannot be underestimated in promoting sales, continued Mr Butcher, whose company sells fragrance and raw materials including the pheromonal compounds.

In the USA one test performed on live television involved a group of young, handsome, well built men standing alongside a group of geriatrics selected from the audience. Each group wore the same fragrance with the exception that a pheromone cocktail had been added in minute quantities after the fragrance was sprayed on young men but before it was sprayed on the geriatrics, so only the geriatrics had the "alpha pheromone" addition. Blindfolded young women were asked to say which men they found most attractive and they almost universally selected the elderly man wearing pheromones in preference to younger ones who were not.

"Our sales then went very well until we ran into problems with the FDA about what we could say in our advertising," said Mr Butcher.

In an experiment in the Netherlands they selectively sprayed women's clothes and cosmetics with pheromones and sales of these

goods increased compared with identical but unsprayed items. Again, the company fell foul of rules controlling subliminal advertising.

A perfume called Pheromone, launched in the USA in the early eighties, was hardly advertised but became one of the best selling perfumes relative to its promotional spend. Yet it does not claim to include (nor does it include) pheromones; its name merely suggests it does. On the other hand, Jovan launched Andron with a single pheromone at a miniscule concentration and made major though humorous claims. The brand was believed to be largely unsuccessful in achieving profit targets.

Mr Butcher concluded that there was certainly a market for products containing pheromones and he expected brands containing these pheromone mixes to be launched within the next five years. Whether such products became successful or not would depend on how they were promoted. In the past, a manufacturer who made claims that were too outrageous to stand up to scrutiny had suffered from humorous though sometimes adverse PR coverage, but there was a logical case for promoting pheromones as a plus point that could turn a mass or up-market brand in to something a little different, even though its devastating effects on the opposite sex could not be proved conclusively.

Mr Butcher predicted that when the public was offered a choice between a fragrance with pheromones (and the alluring powers of attraction which they may evoke) and simple fragrance, customers would choose the one with pheromones — or at least enough customers would to build good brand shares.





# Know your man

**Just who is the "New Man" that marketers keep going on about? Does he really want to plaster his face with moisturiser and give his hair an extra firm hold? C&D investigates.**

Everywhere we go we are confronted by the idea of the "New Man". Sensitive, caring and thoughtful, the average NM wants to look after his face and body more carefully, say Shulton, who held a seminar last week to track the mythical beast down.

What is clear is that men (or at least new men) are spending more on cosmetics and toiletries, and are prepared to experiment with a wider variety of items as part of what marketers call "lifestyle buying patterns".

Peter Seagroatt, managing director of market research company SDC, estimates that of the total £1,266m spent on toiletries in the year ending June 1988, 37 per cent were used by men. Of these toiletries, £326m (or 26 per cent) were bought by men for themselves. Toiletry ranges designed specifically for men were worth £274m or 22 per cent of the marketplace, an increase of 17 per cent on 1987.

A comparison between the year ending 1985 and 1988 is revealing, says Mr Seagroatt. Key long term male purchasing changes include an increase of 980 per cent in the body spray market to £6m value; a growth of 529 per cent in the styling products market to £18m; an increase of 138 per cent in the toiletry and skincare market to £20m, and a 107 per cent growth in the use of women's

hairsprays by men to £9m.

Until now there have been few products designed specifically for men and gift purchase has always been high for the range that exist. But self purchase is on the way up, from 22 per cent in 1985 to 26 per cent in 1988 says Mr Seagroatt, who cites the NM's increasing confidence and ability to choose grooming products without support from his partner as part of the reason for this. "Careful observation of the product fields over a number of years gives the impression that men initially use their wives' or girlfriends' brands, and then start to buy it for themselves," he says.

## Lack of choice?

There are strong indications that men prefer to use a men-only brand where fragrance is a major consideration, in products such as deodorants, talc and shower products. But with other more utilitarian items, men seemed to be happy to buy similar products to women. The success of the new Body Shop grooming for men range set other manufacturers thinking about this large, untapped market and scrambling to launch a host of new products as quickly as possible.

Men-only ranges were worth £274m in the

year to June 1988. Breaking down this figure, £63m is accounted for by aftershaves and colognes, a rise of 17 per cent on 1987; £12m comes from mens' deodorants, a rise of 15 per cent year on year; £10m comes from shaving products, a rise of 7 per cent year on year; £6m comes from mens' talc, a rise of 12 per cent year on year; £6m is from mens hair dressing products, a rise of 9 per cent year on year; Mr Seagroatt also says that "other mens lines" are worth £1m, an increase of 50 per cent year on year. But the star of the show must be body sprays for men, which increased by 99 per cent from just £1m in 1987.

Men are not only willing to buy new products, but they are also prepared to spend more and to buy premium brands, as they trade up the fragrances ladder. There has been a rapid increase in the popularity of brands like Insignia, Xeryus and Antaeus pour homme with 21 per cent of fine fragrance lines now sold costing £20 or more compared to 22 per cent in the 16-20 range, and 57 per cent in the lower price bracket. By contrast in 1987, 74 per cent of fragrances were in the lower price bracket, at under £16, with just 7 per cent opting for the most expensive lines.

Pharmacies have a great opportunity in this growing market, as chemists (including Boots) already take 47 per cent of total UK sales, with 24 per cent going through department stores and the rest divided among chain stores, grocers and other retail outlets.

According to Peter Rosman, director of personal care at Taylor Nelson, growth of the male market has only just begun, with skincare highlighted as a key future growth area for retailers. He argues that 17 per cent of men use some sort of lotion or potion for the skin in the course of a fortnight, even if 90 per cent of it is medicated or treatment skincare.

## On the move

Almay have already unveiled plans for a completely male-orientated hypo-allergenic skincare range for 1989. And there are trade rumours to suggest that at least one other major house will follow suit around that time.

Hairstyling products are singled out by Mr Rosman as another area for potential growth. There has been little encouragement until now for the man over 24 to be tempted by hair care lines, in spite of the success of hair gels with the under 24's. And there is still a lack of male-only hairsprays — "not through design, but through default" he says.

One problem is that the retail selling environment is often too overly feminine says David Young managing director of Young and Associates. And Mike Gleave, purchasing and merchandising director of Debenhams, picks this up, pointing to the American retailing experience where "separate men's bars and dedicated self-selection of men's toiletries have contributed to increased self-purchase."

The British market may be growing but it still has some way to go before it can catch up with its Continental counterparts. As Jim Jarvis, director of marketing for Shulton International, points out, the German toiletries market has almost doubled over the past decade. Some 80 per cent of Frenchmen use an aftershave today, with 70 per cent prepared to use a face cream, and 33 per cent prepared to use a firming or tanning product.

So watch out for the new male-only ranges coming onto the market and decide whether to create retail space specifically for "New Men", who might be tempted by skincare or male only hairsprays. You never know, you might convert a few he-men in the process!



## What's going on, PSNC?

I refer to the recent announcement by PSNC that Mr Alan Smith, with 12 years standing as chief executive, has left the organisation with effect from September 30. It is now more than three weeks since Mr Smith left, yet there has been no official announcement by PSNC of the reasons for his departure. Is it not time that PSNC made some announcement regarding the whys and wherefores of his leaving the organisation?

In his absence who has been representing the interests of contractors at the Department of Health? What moves, if any, are being made to replace him as chief executive, or is the post going to be disbanded altogether?

The departure of Mr Smith has prompted me to look at the constitution of PSNC. I have always felt that PSNC is one of the democratic institutions within the national framework, and therefore, as a democratic institution within pharmacy itself, should be sacrosanct.

The membership of the Committee consists of 14 registered pharmacists engaged in the part IV pharmaceutical services. The irony of the situation is that out of the 14, eight are *not* elected but are nominees of the NPA, the Company Chemists Association and Co-operative Wholesale Society. These eight non-elected members do not necessarily have to be contractors.

How can we justify that PSNC is democratic when the majority of the non-elected members can over-rule the elected members of the Committee! Even an amendment of the constitution cannot be made except by a two thirds majority vote of the Committee. Therefore, it seems that neither the elected members of the Committee nor calling a special conference of local pharmaceutical committee representatives can alter or amend the constitution to make the Committee more democratic. What a farcical situation!

May I, therefore, request the Committee to give consideration to the possibility of amending the constitution in order to establish more elected members on the PSNC.

Ashwin Tanna  
Dulwich

*Editor:* A statement regarding Mr Smith's departure is expected to be issued in the very near future, we are led to understand.

## Pls and French letters

Well, if Xrayser does it, it *must* be all right, in spite of Tim Astill's reservations.

I, too, took up the challenge of parallel imports, taking great care to carefully counsel my patients on each occasion, believing that, living in a small rural community, my word would be believed that the drugs, although appearing a little different, were to all intents and purposes exactly the same in every other respect. Not so.

After a few months my GPs contacted me saying they kept receiving queries and complaints from perplexed patients, and would I please put my house in order. Evidently the patients did not want to get involved in further discussion with me and chose to get a second opinion. All this in spite of me informing the GPs well in advance of my intentions.

One patient apparently reported back to his GP saying this his new tablets "had French letters inside them" to which the GP replied with admirable wit: "I don't know what these drug companies will get up to next to promote their products."

I now never use any parallel import which is likely to cause any patient concern whatsoever. It simply is not worth it.

Martin Merriman  
Corbridge, Northumberland,

## Repairing old tablet counters

I write to clear up some points raised in Mr Kenneth Simms' letter (*C&D* September 17).

Our tablet counters, like most electronic equipment, are subject to the "bath tub curve" for failures. This means that the failure rate is high in the first month or two and then subsides, but after a period of about eight years starts to rise. This is due to the ageing of circuit boards, joints and components. It applies particularly to the power supply components, which tend to run hot.

The KL7 machines are between ten and 20 years old. Some of the components used are not available. The electronics

industry changes very quickly.

We do not, however, refuse to service these very old machines. The problem is that we may send an engineer on a long round trip but he may not be able to repair the machine when he gets to the pharmacy. In addition to this we cannot put a guarantee on the service work. With machines less than eight years old we will repair the machine free of charge if the same fault occurs within two months of our service department fixing it. Unfortunately with an old machine the pharmacist would have to take a chance on our engineer being able to repair the machine when he arrived, sometimes after a long journey.

This leads to what is probably the most important point of all. Travel costs are by far the greater part of the service department's expenditure. If any pharmacist can bring his machine to our factories in Oldham or Devon we would be quite happy to repair it for him, if it is repairable, for a reasonable charge, probably less than the £32 mentioned.

I note that Broadstone is only five miles from Poole.

J. Kirby  
Chairman, Kirby Oldham Ltd

## On second thoughts....

My first reaction to the letter from Dr Roberts last week was surprise that he should be allowed to express his views in a pharmaceutical magazine.

On reflection I have to agree that it's better to do so, if only to hear what a small section of the medical profession think of our services. It is only by giving the outlandish a platform that they are seen in their true colours. That he is able, by distortion and misrepresentation, to make out a strong case may at first be seen to be our weakness. But it is a Damoclean sword, poised to strike him down.

Please continue to print his letters. But urge your readers not to become angry at his worthless diatribe: that is what he seeks. Pity him, and laugh at his foolish intolerance, his words can do no harm. Only should you believe he is representative of his profession, understand that he is not. Believe me, they think as highly of him as we do.

One day he will overstep the mark, and disappear in the mythical puff of smoke, *a la* suppository.

Brian Lake  
Plymouth

POSTBAG



# BUSINESS NEWS

## Underwoods' problems

Underwoods are to launch a £0.5m television campaign at Christmas in an attempt to reverse their fortunes after half-year results to July 31 showed profits plummeting by £2.3m to a loss of £1.3m compared with a profit of £1m for the same period last year.

A large clearance sale at cost, or less, lifted sales by 11.5 per cent to £29.1m in the first-half, but a "new" management initiative meanwhile discovered a discrepancy of £0.5m in the stock.

"In spite of our difficulties of the past 12 months the prospects for the group remain excellent," says Alan Gaynor, managing director.

Over the last year Underwoods have recruited a new management team from competitors such as Dixons, Argos and Salisbury. They have identified the main problem as shrinkage and have moved tills near to exits, and generally made shop front areas more secure.

Further initiatives are said to be already underway to control stock and security and to improve merchandising and presentation.

Shop locations and performances have been studied and as a consequence three stores were sold in October, and a further two are to go, leaving a total of 48 shops in operation. A £4m refurbishment for the shops is planned.

Alan Gaynor is confident that "there are significant opportunities for expansion and profitability."

## Unichem's OFT talks

Unichem are continuing their discussions with the Office of Fair Trading to remove "the anti-competitive effect" of their share scheme. Jeffrey Harris, Unichem's finance director, said he hoped to have some news next week.

## Allens purchase takes Lloyds to 351 shops

Lloyds have finally announced the purchase of Allens Chemists from Next, following persistent rumours linking them with the UK's fifth largest, 107 strong pharmacy group. The deal will increase the number of chemists under the Lloyd's banner to 351.

The £29.3m acquisition consolidates Lloyds' position as UK's second largest retail chemist. Boots currently control 1,026 outlets. The reported annual sales for both groups was £115.3m, with pre-tax profits at £8.01m — which for Lloyds included many acquisitions (*C&D* October 15 p694) which had not fully contributed to the results.

Payment will be made in three parts: £21.8m on completion, £2.5m on the second anniversary and £5m on the third anniversary. This effectively reduces the consideration by some £2m.

The initial payment will be raised by the issue of £17m of convertible preference shares and the remainder in bank cash. The convertible shares to be issued at 100p will pay a net annual dividend of 7½p, and convert into Lloyds ordinary shares at 155p (currently 149p). Lloyds shareholders are being offered one convertible preference share for every 2.29 shares held.

Allens Chemist provide a geographical match lying adjacent and to the North East of Lloyds principally in the Sheffield area, with only some three sites actually overlapping. Lloyds central distribution centre at Atherstone, which has recently been enlarged

by 20,000 sq ft, is well placed to service all the additional shops, says the company.

The Lloyds group say they intend to spend £7.4m on refurbishing the shops, converting them to operate as "Lloyds Chemists" with their corporate style and image. The directors of Lloyds see this as an important factor in increasing turnover and profitability.

Similarly the plan to sell an own product range — which Allens do not currently have — throughout the enlarged group is seen as a major benefit in customer loyalty, sales and profit. Lloyds target is for 15 per cent own range in pharmacies to 25 per cent in their drugstores.

The acquisition excludes Allen's head office at Sheffield together with the 49 staff, but does include 22 non-trading properties which are considered to be well located.

Allen Lloyd, chairman of Lloyds Chemists, said: "Allens is an ideal match. We are confident that the successful formula of central distribution, refurbishment with a strong corporate image and an increased sales volume of our own-label products will further increase our profitability."

During the last financial year, ending June 30, Lloyds acquired 71 pharmacies and 107 drugstores mainly by the acquisition of Bannister & Thatcher, Billingtons and Beauty Care. This brought the total number of pharmacies they controlled to 244 prior to the purchase of Allens Chemists.

## Jeyes prosper

Jeyes Group are to seek permission to deal in the Unlisted Securities Market this Thursday. Of the £4m to be raised £350,000 will redeem the company 10 per cent convertible cumulative preference shares and the balance will initially reduce borrowings.

The placing would give the company a value of £15m, with pre-tax profits forecast at £1.6m. Shares open at 140p.

This follows two years of increasing profitability since the business was sold in 1986 to a management team led by Jimmy Moir, managing director, and Michael Moseley as chairman.

Jeyes Group are planning to improve significantly profit margins by investment in production to give higher operating capacity and lower unit cost. They are also launching moist toilet paper, said to be the latest thing on the USA market.

Michael Moseley says Jeyes are well placed to achieve expansion of their core business and exploit their many proprietary brands.

## Connect in or Visa out

The Retail Consortium has written to the Monopolies and Mergers Commission after Barclays Bank told a number of small retailers that they will withdraw credit facilities under the Visa agreement if the Connect debit card is not accepted.

The Consortium objected at the time of the Connect card launch in May 1987 to the linking of the credit and debit card within a single agreement. They feel that retailers should have the right to decide whether to accept or reject the terms for a debit card without the penalty of losing the services of their credit card agreement.

For information contact: Bob Woodman (tel: 044 282 3077), or Mike Wilsey (tel: 01-404 4622).

Orlane have moved to 112 West Street, Farnham, Surrey GU9 7HH. Telephone orders on 0252 724090 or 715440.

## Glaxo against AIDS?

Carbovir, a compound which has shown activity against human immunodeficiency virus, the causative agent of AIDS has been licensed to Glaxo Inc (USA).

A letter of intent with the University of Minnesota gives Glaxo worldwide rights to develop

and market compounds and analogues of a dideoxycarbo-cyclic nucleoside, discovered by Robert Vince, professor of medicinal chemistry at the University. The compound has yet to be tested in man, but laboratory tests are said to be encouraging.



## Origin marking law

New legislation on origin marking to replace the 1972 Trades Descriptions Act is to be debated by Parliament and is expected to come into force by the year end.

The Trade Descriptions (Place of Production) (Marking) Order 1988, laid before Parliament last week, will require goods to be clearly marked with country of origin if consumers may be misled as to where they were made by virtue of their appearance, packaging etc.

Articles covered by Sections 85 and 86 of the Medicines Act such as packaging and leaflet inserts are to be exempt as are foods, food supplements and certain agricultural, horticultural and fish products.

The 1972 Act is being repealed because the European Commission has begun proceedings against it as being contrary to the Treaty of Rome.

## Patent body

A new Standing Advisory Committee on Industrial Property has been set up to advise on patents, trade marks and designs.

The single committee replaces the Department of Trade's two separate advisory committees on patents and on trade marks. The reorganisation was carried out to make the advice less specialised and more broadly-based and to improve the representation of small firms.

Organisations invited to participate on the new committee include the Retail Consortium, National Consumer Council and Confederation of British Industry. The chairman is David Lewis, patents and trade marks manager, Babcock International plc, and past president of the Trade Marks, Patents and Designs Federation.

The Bob Martin Company have moved to Wemberham Lane, Yatton, Avon BS19 4BS. Tel: 0934 838061.

## Verdict on retail future

Drug stores are going to take a steadily larger share of pharmacy sales, according to a report from Verdict Research — "Retailing 1992".

By 1992 27 per cent of the combined turnover of chemists (including Boots) and drug stores will go through drug stores. At the moment the figure is 22 per cent and in 1980 it was 10 per cent.

Richard Hyman from Verdict Research told *C&D* the report consists mainly of statistical information with little commentary. It is intended to be used by companies in their strategic planning where the figures can be plugged into five year plans, for example.

As far as 1992 is concerned Mr

Hyman doesn't feel the emergence of a single European market will have much significance for retailers. He does not see an exodus of retail chains to the Continent or much movement the other way, come to that. "Retail formats don't travel well," he said. "Products travel much better."

He does not doubt the foreign retailers will be looking at the British market, but does not expect a mass influx of new shops because British retailers are far more efficient and successful than many in other countries.

"Retailing 1992" costs £950 and is published by Verdict Research Ltd, 112 High Holborn, London WC1V 6JS.

## S&N acquire US dressings

Smith & Nephew plc have acquired United Medical, a division of the hospital products group of Pfizer Inc, for US\$19.6 million (£11.2m).

All assets and business of United Medical will be transferred to Smith & Nephew Inc, a US subsidiary whose headquarters are in Chicago, Illinois. The transaction is subject to approval under US anti-trust laws and completion is planned for December 1.

United Medical manufacture and market ostomy systems, skin care products and dressings used for intravenous catheter fixation. Smith & Nephew say the acquisition will increase their market in the US for speciality dressings.

### COMING EVENTS

## All aboard

Numark wholesaler Herbert Ferryman of Southampton will be holding their 1989 trade fair on one of the P&O ferries which sails between Portsmouth and Cherbourg.

Some 500 people will be able to make the voyage with 50 manufacturers on Sunday, May 7. The show will be held on the outward voyage, with entertainments on the way back.

The boat will leave around 8am and return by 9pm. There may be a small charge. Customers will be mailed shortly. Details from Tim Dunn, Herbert Ferryman Ltd. Tel: 0703 788011.

## CPP looks at lipids

The College of Pharmacy Practice, with support from Duncan Flockhart, is running a study day on "Lipids and the importance of screening", on November 20, at Heriot Watt

University, Riccarton, Edinburgh.

Mr Gordon Appelbe, head of the Society's law department, will speak on "Liability and legal aspects of pharmacists screening for heart disease". Other talks are on risk factors for coronary artery disease, methods of detection and risks and benefits of various treatments.

Fees are £10 for college members and £12 for non-members. Details from: Miss R Mitchell, Administrator, CPP, Bell House, 111 Lambeth Road, London SE1 7JL.

### Monday, October 31

**Hull Pharmacists Association.** The Postgraduate Centre, Hull Royal Infirmary, Anlaby Road, Hull, at 7.45pm. "Acute dental problems in community pharmacy."

### Tuesday, November 1

**Bristol Branch, RPSGB.** The Centre for Medical Education, Postgraduate Centre, Southmead Hospital, at 8pm. Coffee from 7.30pm. A chiropodist speaks on "Common foot ailments."

### Thursday, November 3

**Barnet Branch, RPSGB.** Avenue House, East End Road, London N12 at 8.30pm. "NHS elastic hosiery." Speaker, Brian Gent, Scholl (UK) Ltd. A joint meeting with Barnet Local Locums.

### Advance information

**Industrial Pharmacists Group.** Harrison Memorial lecture, November 2, at the RPSGB headquarters, 1 Lambeth High Street at 7pm. Professor T.M. Jones, who will receive the Harrison Medal, will give his views on the excitement, elegance and complexity of pharmaceutical research.

**Young Pharmacists Group.** Conference, on November 6, at the RPSGB headquarters, 1 Lambeth High Street. The "Question Time" panel will comprise: Gordon Appelbe, head of the Society's law department, Linda Stone, Council member, Bernard Hardisty, Sterling Winthrop and Dr David Roberts, chairman of the Dispensing Doctors Association.

**Royal Pharmaceutical Society's Scottish Department.** The Macmorran Lecture November 9, at 36 York Place, Edinburgh, at 7.45pm. Professor John McNeill, Regius Keeper at the Royal Botanic Garden, Edinburgh, will speak on "Botany and Medicine".

**Glasgow Pharmacy Charity Ball** Sponsored by the Glasgow Pharmacy Club and Glasgow Branch, RPSGB, in aid of the Prince and Princess of Wales Hospice Dinner, dance and disco on November 12 in the Grosvenor Hotel Glasgow. Further details from R.M. Hogarth, 1399 Dumbarton Road, Glasgow, G14.



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country but not within the London conurbation.

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**7 Staveley Way, Brixworth,  
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All correspondence treated in the strictest confidence to: **Dept IR, PO Box 1077,  
Hoddesdon, Herts EN11 8QR.**

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# ABOUT PEOPLE



## Stan sets Vestric record

Vestric transport manager Stan Wilson earned a place in the company's record books when he retired recently .... after 50 years and 11 months service.

Stan, now 65, joined Liverpool-based pharmaceutical wholesalers and manufacturers Evans Sons Lecher & Webb Ltd in 1937, on 7/- a week, as a trainee mechanic, when he was 14 years old. In 1942 he was called up for war service but left the army in 1946 to take up his old position with Evans — now Evans Medical (Supplies) Ltd.

Glaxo acquired Evans Medical

in the early 1960s and when Vestric was formed in 1965, Stan was appointed transport manager located at Vestric's Old Chapel Street, Runcorn headquarters. A few months later his assistant at Evans Medical, Arthur Dorning, joined the department, and now, over 20 years later, Arthur has once again followed Stan as he has been appointed Vestric's new transport manager.

Head office colleagues joined managing director David Taylor in presenting the company's longest serving employee with a retirement gift of a colour television.



Pharmacist Suryakant Gadhia receives the keys to a Renault 5 Campus, first prize in the Clairol/Vestric Makeover Magic Competition, from Yvonne McMenemy of Clairol. Also present (left to right) Rob Hall from Bristol-Myers, Mrs Gadhia and Vestric's Mike Campbell

## Kabivitrums home success

For demonstrating that they are the fastest growing company in their field in the UK, Kabivitrums of Uxbridge were a runner-up in the Swedish Trade Council's first achievement award scheme.

The company's managing director, Mr Goran Pettersson, recently received the award from the King of Sweden at a reception at the Swedish Trade Council's office in Welbeck Street, London W1.

Kabivitrums UK, a subsidiary of the Swedish pharmaceutical manufacturer, has increased its sales — now running at £2.5m a month — by over 50 per cent this year. The company has also increased its staff from 77 to 115 over the past two years and has plans to take on more people.



Kabivitrums UK is primarily a supplier of drugs for hospital use and claims to be among the top five companies in terms of sales to hospitals in the UK. The award was open to the UK's 300 Swedish companies.

## Pets get week to themselves

Not to be outdone by those whale loving Americans we Brits are going to be celebrating our own affection for animals with a national pet week scheduled to run from April 30 to May 7 next year. And it looks like pharmacists could have a part to play with support already pledged by the Royal Pharmaceutical Society.

The aim of the event is to promote responsible pet ownership, make people aware of the benefits of pets to people,

raise awareness of working animals and to increase public awareness of professionals involved with pet animals.

The Pharmaceutical Society is likely to co-ordinate any activity it may get involved in via the Agricultural and Veterinary Pharmacists Group, Vetchem and local branches.

Merchandising materials are to be available such as posters with the national pet week logo on, pens, T shirts, badges etc.

## APPOINTMENTS

**Modern Health Foods Ltd** have appointed Liam Dowling as a director to assist the expansion and development of the company. Julie Ann Facer has also joined the company sales team.

**Lilly Industries** have named Keith Watson, formerly director of training and development, as director of pharmaceutical sales. Gordon Taylor, who formerly held the post, has been appointed director of sales training and commercial affairs. Richard Low has been appointed director, pharmaceutical marketing.

**Lofthouse of Fleetwood Ltd** have appointed Alan Wilson as UK sales and marketing manager.

**Robert Winsor Productions Ltd** have appointed Kevin Doherty as production manager for their POS material.

**University of Bath/Bath District Health Authority** Gillian Bell, MRPharmS, has taken up a joint appointment as staff pharmacist at the Royal United Hospital, Bath District Health Authority and instructor in pharmacy practice at the school of pharmacy and pharmacology, University of Bath.



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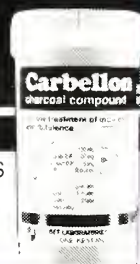
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